The Radio Traffic Reporter gathers the information and conducts morning and afternoon traffic reports. Executes a pre-determined music format and plays material that is in line with market on various stations as vacation and sick day fill-in as well as voice track certain shifts. Speaks or reads from scripted materials, such as news reports or commercial message, on the radio.

Key activities

- Gather information and conduct live morning and afternoon traffic reports on-air for radio and television.
- Conduct vacation and sick day fill-in on-air shifts and voice track while following station format guidelines and requirements, including operating all audio consoles, broadcast automation equipment, audio editing software, EAS equipment and computers as necessary.
- May make public appearances.
- Voice track segments as required.
- Daily contributions to station social media efforts including, but not limited to: Facebook posts, daily blog, Twitter feeds, posting to station web site, podcasts and producing video segments for the web site.
- Follow all FCC rules, EAS requirements, state and federal laws, and company policies.
- Follow and maintain radio station commercial, program, and transmitter logs as required.
- Effectively work in a team environment to develop and maintain positive rapport with other staff members, management, clients, and listeners.
- Identify trends and recommend improvements based on market knowledge and trends.
- Provide quality service and assistance to all customers, potential customers, employees and vendors on an ongoing basis.
- Operate control board, audio recording, and production equipment during radio broadcasts.
- Operate control board during live show remotes.
- Edit live spots.

Education:

- Bachelor's degree in radio broadcasting or related field preferred.

Experience:

- Minimum 1 year experience in radio broadcasting.

Skills & Abilities:
• An energetic, engaging personality.
• Excellent verbal and written communications skills required.
• Good voice quality that includes clear enunciation.
• Ability to present your perspectives and insights in an entertaining and creative way.
• Ability to connect and relate personally with the target audience.
• Strong problem solving skills.
• High work ethic.
• Ability to work in a team environment.
• Ability to meet deadlines and detail orientation.
• Operate studio equipment.
• General knowledge of radio station operation.
• Computer proficiency.
• Understanding of the sales process.
• Understanding of FCC rules and regulations
• Knowledge of social media platforms
• Web proficient
• Valid driver's license, driving record in compliance with station policy, and proof of insurability (liability limits of $100,000 per person/$300,000 per accident/$50,000 property as defined by station policy).