



## **SCAD Radio Content Director**

**Due: 5 p.m. Monday, Feb 16, 2016**

At the heart of SCAD Radio is music and our written web content should complement that focus. The duty of the content director is to supervise, produce, and edit the written content on our website. The focus is music. The tone is light-hearted, witty, and edgy. The quality should be superb and reflect the writer's style.

### **General station duties:**

- Reports directly to General Manager
- Attends all management and general staff meetings
- Provides feedback and ideas at management meetings
- Holds one regularly scheduled office hour per week
- Checks and responds to station email daily
- Participates in station promotional events every quarter (tables, events, etc.)
- Regularly offers constructive feedback to staff members and arranges for workshops when needed to improve staff production skills
- Fills in air shifts as needed
- Host a regular radio show or podcast equal to two hours of content per week
- Participates in one hour or more of community building
- Other duties as assigned

### **Content director specific duties:**

- Recruit a team of writers, editors, photographers, and video producers to contribute at least three pieces of content for scadradio.org per week
  - Write stories regularly for the website
- Collaborate with Social Director to schedule engaging posts for social streams
- Coordinate with Production Director to post and share podcasts
- Collaborate with Program Director to ensure broadcast calendar is updated
- Collaborate with Music Coordinator and Events Director to schedule interviews of bands and festival coverage
- Monitor Google Analytics to determine which content is most engaging
- Maintains and updates mailing list to volunteers and boost interest in station from listeners