



APPLICATION

## **SCAD Radio Promotions Director**

Due: 5 p.m., Friday, Feb. 16, 2018

SCAD Radio has embarked on an ambitious goal of dramatically increasing listenership and website visitation. The Promotions Director is the cheerleader and big thinker behind this lofty ambition. The successful candidate will be energetic – like, if Pop Rocks and Red Bull had a baby, that kid would be ideal for this job – and creative in their approach to marketing and spreading the word about our station.

### **General station duties:**

- Reports directly to general manager
- Attends all management and general staff meetings
- Provides feedback and ideas at management meetings
- Holds six regularly scheduled office hours per week
- Checks and responds to station email daily
- Participates in station promotional events every quarter (tables, events, etc.)
- Assists with technical aspects of staff training
- Regularly offers constructive feedback to staff members and arranges for workshops when needed to improve staff production skills
- Host a regular radio show or podcast equal to two hours of content per week
- Other duties as assigned
- Arrives on campus on or before Monday, Sept. 3, 2018, to assist in promotion events

### **Station promotions duties:**

- Creates and manages quarterly campaigns to increase listenership and recruit new DJs
- Oversees and assists DJs in promoting individual shows
- Reviews upcoming events and coordinates station personnel/participation in campus and station events weekly
- Makes sure SCAD Radio fliers and other publicity materials are created to SCAD standards and are printed, posted online, and e-mailed to interest groups
- Recruits and manages the promotions team to interact with student body; gauge and improve listener satisfaction
- Works in coordination with the station social media director to effectively use social media promotional tools
- Produces weekly Facebook and Instagram video content in cooperation with social media director
- Acts as a liaison between SCAD Radio and other SCAD student organizations
- Evaluates requests for DJs from student organizations. Coordinates equipment set-up (with production director) and staffing for events
- Works with local concert venues, promoters, and music director to secure guest list/tickets to give away
- In cooperation with the music director and program director, solicits and schedules on-air giveaways. Make sure that prizes make it into the hands of winners
- In cooperation with music director and program director, arranges on-air performances and interviews by touring bands

Application materials are due in .pdf format to [acrisp@scad.edu](mailto:acrisp@scad.edu) no later than 5 p.m. on Friday, February 16, 2018.

# Leadership Application

Name .....

Major ..... Graduation Month and Year .....

Portfolio URL .....

Email ..... Phone Number .....

Position sought: .....

Organization:

- District
- SCAD Radio
- The Manor
- HoneyDripper
- Port City Review

Why are you a good fit for this position?

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If selected, what do you hope to accomplish?

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What are your ultimate career ambitions?

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**Submit completed applications to Adam Crisp, director of student media, at [acrisp@scad.edu](mailto:acrisp@scad.edu).**

Include your cover letter, resumé, this completed application and work samples (or links to samples of work.)

Please thoroughly proofread your application, letter and resume before submitting the files. Submissions with grammatical and typographical errors may not be considered.