



## APPLICATION

### **SCAD Radio Social Media Director**

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

The Social Media Director of SCAD Radio is responsible for keeping a consistent and fun-loving presence on all social media outlets, showing the personality and inner workings of the station. They also help promote the various projects we release on the website, YouTube and SoundCloud in a creative and timely manner.

#### **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.)
- 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
- Other duties as assigned

#### **Social media director specific duties:**

- Meet the following weekly post goals during fall, winter and spring quarters:
  - Facebook: 3 posts
  - Twitter: 10 posts
  - Instagram: 3 posts
  - Snapchat: 3 posts
- Collaborate with promotions director to drive volunteerism and listenership
- Collaborate with program director to promote on-air talent
- Collaborate with content director to grow website visitation
- Arrive on campus on or before Monday, Sept. 3, 2018, to assist in promotional events
- Monitor social media analytics and report to directors on engaging posts
- Work with program and promotions director to make weekly video posts

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.

- [scaddistrict.com](http://scaddistrict.com)
- [scadradio.org](http://scadradio.org)
- [scadmanor.com](http://scadmanor.com)
- [scadhoneydripper.com](http://scadhoneydripper.com)
- [theportcityreview.com](http://theportcityreview.com)