



APPLICATION

SCAD Radio General Manager

Due: 5 p.m., Monday, Feb. 3, 2020

Application Instructions

Submit the completed application including: Cover letter, current résumé, answers to the questions below, three samples of writing, photography and/or multimedia work, air checks, marketing materials and podcasts or videos.

Letters should be addressed to David Blake, Chairman, Student Media Advisory Council.

Application materials must be submitted via email in a single PDF. The deadline to apply is 5 p.m., Feb. 3, 2020. Applicants will be interviewed by the Student Media Advisory Council at 9 a.m. Friday, Feb. 14, 2020. The new general manager will assume the position on March 12, 2020.

For More Information Contact: Adam Crisp, director of student media, at 912-525-5681 or acrisp@scad.edu.

Supplemental Questions

1. What is the purpose of a student radio station?
2. What do SCAD Radio listeners expect from the station? Is SCAD Radio currently meeting these expectations? Why or why not?
3. Describe your leadership style and highlight how your style best serves SCAD Radio.
4. Which skills or abilities do you wish to learn or further develop from serving as general manager? Explain.
5. Please submit a one-year plan that answers the following questions in detail:
 - What strategic and operational goals would you like to accomplish during your term as general manager?
 - What innovations would you make during your term?
 - How will you ensure SCAD Radio improves the quality of its broadcasts, podcasts and online content? How will you ensure that the organization continues its award-winning tradition?
 - What are the most significant challenges SCAD Radio will face in the coming year? What are the most exciting opportunities?

Timeline

January 10: Applications available.

February 3: Completed applications emailed in PDF format to acrisp@scad.edu.

February 14: Interviews held and successful candidate announced.

March 12: Winter quarter ends; new general manager assumes role.

General Radio Manager Goals

SCAD Radio was one of the first online college radio stations to air and should continue to be innovative in all of its operations. It is imperative that public relationship management becomes a core value of SCAD Radio, as it is critical to building an audience and brand.

Qualifications

- Full-time student enrolled at the Savannah campus for fall, winter and spring quarters.
- Graduation date of May 2021 or later is required.
- Applicant must remain enrolled at the Savannah campus for four consecutive quarters.
- Minimum 2.5 GPA required. Applicants should not be on academic or disciplinary probation. These standards must be maintained for the entirety of the manager's term.
- At least one quarter of service to a Student Media entity is preferred.
- Able to report for fall quarter by Monday, Sept. 7, 2020.

Preferred Skills

- Broadcast ability: Able to host interesting radio broadcast shows, podcasts at a high degree of professionalism.
- Leadership: Engage students and inspire them to greater challenges.
- Professionalism: Conducts manager duties with care and concern for public image.
- Strong communication: Possess a professional demeanor. Be able to confidently interact with others orally and in writing.
- People skills: Able to resolve conflicts. Effectively communicate positive and negative messages. Able to motivate and discipline.
- Operating systems knowledge: Understand Creek and MegaSeg.
- Web analytics knowledge: Understand Google Analytics, social media analytics.
- Understand team dynamics and ability to work as a part of a team.
- Ability to meet deadlines.

General Manager Responsibilities

- Responsible for daily operation of SCADradio.org.
- Hosts weekly live radio show or podcast, totaling two hours of content.
- Collaborates with staff to increase listening audience and quality of their entertainment experience.
- Has complete understanding of Federal Communications Commission regulations for noncommercial broadcast stations and other local, state and federal laws related to broadcasting and copyright law.
- Monitors stream and locations that play stream to ensure consistent on-campus presence.
- Approves all marketing and promotions in an effort to brand the station.
- Collaborates with content manager and program director to monitor Icecast and Google Analytics. Applies a complete understanding of web analytics and social analytics to make recommendations weekly.
- Upholds and educates staff on established ethics and standards of broadcasting.

- Sets agenda and presides over staff meetings and other meetings.
- Recruits and supervises management staff and conducts quarterly performance review. Monitors staff's progress weekly and requires a summary of work performed.
- Reviews staff warning notices issued to staff and hears appeals.
- Participates in leadership and professional development programs as assigned by the adviser.
- Maintains staff contact and email list of interested students.
- Holds at least 10 office hours per week during business hours.
- Checks staff email and replies within 24 hours.
- Meets weekly with director of Student Media.
- Reads and suggests edits to Student Media handbook.
- Other duties as assigned.
- Plans at least one medium-to-large-scale marketing event each quarter.



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Name _____ Date _____

Local Address _____

E-mail _____@student.scad.edu Phone _____

Major _____ Cumulative G.P.A. _____ Year of study _____

Are you a member of a SCAD media group or student organization? If so, list and indicate level of involvement or positions held.

Describe any previous high school, college or professional broadcasting or journalism experience, or any experience for the position in which you're applying.

Turning in Your Application:

- Please e-mail the completed application in PDF format to Adam Crisp at acrisp@scad.edu. Applications are **due no later than 5 p.m., Monday, Feb. 3, 2020**. Applications turned in after the deadline will not be considered.
- Cover letter detailing your credentials, explaining why you are seeking the position and what you will bring to the job.
- Resumé.
- Answered supplemental questions.