



APPLICATION

SCAD Radio Social Media Director

Due: 5 p.m., Friday, March 6, 2020

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: 7 posts
 - Instagram: 3 posts
- Collaborate with program director to promote on-air talent
- Collaborate with content director to grow website visitation
- Oversees and collaborates with Video Director to make weekly video posts
- Oversees and collaborates with Graphics Director to make promotional graphics
- Creates and manages quarterly campaigns to increase listenership and recruit new DJs
- 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
- Collaborate with events director to promote events on platforms
- Arrive on campus on or before Monday, Sept. 2, 2019, to assist in promotional events
- Monitor social media analytics and report to directors on engaging posts
- Work with promotions director to make weekly video posts

Application materials are due in .pdf format to gm@scadradio.org no later than 5 p.m. on Friday, March 6, 2020.



DIRECTOR POSITION APPLICATION

Position sought: _____

Name: _____ Date: _____

Local Address: _____

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

Major: _____ Cumulative GPA: _____ Year of study: _____

Are you a member of a SCAD Student Media organization (The Manor, District, SCAD Radio, et al.)? If so, explain your role and your contributions to the publication.

Why are you a good fit for this position? Please elaborate on any particular skills or experience that particularly qualify you for this role.

Include the following with your application:

- Completed application.
- Cover letter detailing your credentials, explaining why you are seeking the position and what you will bring to the job.
- Résumé.

E-mail the completed application in PDF format to gm@scadradio.org. Applications are due no later than 5 p.m., March 5, 2019.