

**Student Media: Savannah**  
**SCAD Radio General Manager Application**  
**March 19, 2021 – March 15, 2022**

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**Application Instructions**

- Your complete application will include a signed cover letter, your current résumé (with adequate contact information), answers to the questions below, and names and contact information for two professional references. Incomplete applications or applications received after the deadline will not be considered.
- **Applications are due Friday, Feb. 5, 2021 by 5 p.m.**
- Application materials must be submitted via email as a PDF to studentmedia@scad.edu. If you have any questions about application materials, contact Jessica Clary at jclary@scad.edu or 404-906-8143.
- If you are selected for an interview, you will be notified of the interview date by the end of the day on Friday, Feb. 12, 2021.

**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. In what ways is your leadership style well suited for the General Manager position?
4. What do you hope to gain from serving as General Manager? Is there a skill you hope to learn or ability you wish to further develop? Explain.
5. Please submit a one-year plan that answers the following questions in detail:
  - a. What strategic and operational goals you would like to accomplish during your term as General Manager?
  - b. How will you build and manage a team so that it achieves your goals while also nurturing independent ideas and personalities?
  - c. How will you innovate and move the station forward?
  - d. How will you research and analyze SCAD Radio's audience? What ideas do you have to better serve them? How will you implement these ideas?
  - e. What are the most significant challenges SCAD Radio will face in the coming year?
  - f. What are the most exciting opportunities?

**Timeline**

Jan. 8, 2021: Applications available.

Feb. 14, 2021: Applications due.

February TBD: Interviews and selection.

March 19, 2021: Term begins.

**Student Media: Savannah**  
**SCAD Radio General Manager Goals and Responsibilities**  
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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**

- Student enrolled at the Savannah location for fall, winter and spring quarters (2021-2022).
- Graduation date of May 2022 or later.
- Applicant must remain enrolled at the Savannah campus for four consecutive quarters.
- Minimum 2.5 GPA required. Applicants may 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.

**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, WordPress 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.

**Responsibilities**

- Responsible for daily operation of SCADradio.org stream and website.
- 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 an 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.
- Sets agenda and presides over staff meetings and other meetings.
- Recruits and supervises management staff and conducts quarterly performance reviews. Monitors staff progress weekly and requires a summary of work performed.
- Reviews staff warning notices 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 within business hours.
- Checks staff email and replies within 24 hours. Maintains SCAD Radio Slack workspace for internal team communication.
- Meets weekly with staff adviser.
- Reads and complies with Student Media handbooks.
- Plans at least one medium-to-large scale marketing event each quarter.
- Other duties as assigned.