



## **SCAD Radio Social Media Director**

**Due: 5 p.m., Sunday, March 28, 2021**

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, and establishing a presence in online video. 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 one regularly scheduled office hour 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
- Participates in one hour or more of community building
- Other duties as assigned

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

- Meet the following weekly post goals during fall, winter, and spring quarters:
  - Facebook: 3 posts
  - Instagram: 3 posts and 5 stories
- Collaborate with program director to promote on-air talent
- Collaborate with content director to grow website visitation
- Creates a promotional video each quarter
- 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
- Monitor social media analytics and report to directors on engaging posts
- Work with promotions director to make weekly video posts