



SCAD Radio Branding Director

Due: 5 p.m., Wednesday, March 9, 2022

SCAD Radio prides itself as being one of the most fun organizations on campus. The Branding Director's job is to prove that to the public with a cohesive aesthetic. They will be the visual arm of the station and make cohesive, assist in creating engaging posts for social media and help volunteers with promotional needs relevant to the station.

General station duties:

- Reports directly to General Manager
- Attends all management and general staff meetings
- Provides feedback and ideas at management meetings
- Holds three 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
- Participates in one hour or more of community building
- Participate in quarterly operations training to obtain working knowledge of program, production and live events operations
- Other duties as assigned

Branding Director specific duties:

- Create primary branding for station through a cohesive aesthetic
- Develops and maintains template library for posts
- Collaborates with Social Director to establish visual aesthetic for station
- Works with graphic designers and photographers to create promotions for social media and events
- Assists Program and Productions to create graphics for shows and podcasts