



SCAD Radio Events Director

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

SCAD Radio has embarked on an ambitious goal of dramatically increasing listenership and website visitation. The Events Director is the organizer of the station and works with all inner departments. Events also works along side different SCAD departments, providing music.

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

Events director specific duties:

- Plans and manages quarterly events
- Oversee and manage Event DJ
- Evaluates requests for DJs from student organizations
- Collaborates with other SCAD clubs and organizations to partner on events
- Plan promotional pop-up events
- Coordinates equipment set-up (with Event DJ) and staffing for events
- Securing location spaces and time with SCAD Housing and Res Life
- Works with Social and Branding Directors to create promotions for events
- Works with Social to have photo/video at events to use later for promotional use
- Acts as a liaison between SCAD Radio and other SCAD student organizations
- Works with local concert venues, promoters, and music director to secure guest list/tickets to give away
- Creates and manages quarterly campaigns to increase listener-ship and recruit new DJs
- In cooperation with the music director and program director, solicits and schedule giveaways.
- Make sure that prizes make it into the hands of winners