



## **SCAD Radio Social Media Director**

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

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 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

### **Social Media Director specific duties:**

- Meet the following weekly post goals during fall, winter, and spring quarters:
  - Facebook: 2 posts
  - Instagram: 3 posts and/or 5 stories
  - Twitter: 2 posts
  - Tik Tok: 1 posts
- Collaborate with program director to promote on-air talent
- Collaborate with content director to grow website visitation
- Proposes and creates a promotional content each quarter
- Oversees and collaborates with Branding 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 Branding Director to make weekly video posts