



## **SCAD Radio Branding Director**

**Due: 5 p.m., Monday Feb 26, 2024**

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. They will be the visual arm of the station and make cohesive, 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 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

### **Branding Director specific duties:**

- Create primary branding for station
- 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