

SCAD ATLANTA RADIO

Job Description: Promotions Director

General station duties:

- Reports directly to the general manager.
- Attends all management and general staff meetings.
- Holds two regularly scheduled office hours per week.
- Checks and responds to station email daily.
- Provides feedback and ideas in management meetings.
- Participates in two station promotional events per quarter (tables, events, etc.).
- Fills in air shifts as needed.
- Other duties as assigned.

Station promotions duties:

- Checks on the station website daily and post updates regularly.
- Reviews and updates all SCAD Atlanta Radio social networking profiles, such as Twitter, Facebook, YouTube, flickr, etc. daily.
- Reviews upcoming events and coordinates station personnel/participation in campus and station events weekly.
- Submits weekly ad copy to Connector, and quarterly print advertisements to SCAN Magazine.
- Oversees and assists DJs in promoting individual shows.
- Creates and manages quarterly campaigns to increase listenership and recruit new DJs.
- Recruits and manages the promotions team to interact with student body, gauge and improve listener satisfaction.
- Represents SCAD Atlanta Radio at Inter Club Council meetings. Acts as a liaison between SCAD Atlanta Radio and other SCAD student organizations.
- Evaluates requests for DJs from student organizations. Coordinates equipment set-up (with production director) and staffing for events.
- Works with local concert venues and music director to secure guest list/tickets to give away.

Application materials are due to atlstudentmedia@scad.edu by 5 p.m. on Friday, March 1st

- In cooperation with the music director and program director, solicits and schedules on-air giveaways. Make sure that prizes make it into the hands of winners.
- In cooperation with music director and program director, arranges on-air performances and interviews by touring bands.
- Posts SCAD Atlanta Radio fliers and other publicity materials around campus, in live-music clubs, record stores and/or other places listeners are likely to frequent.
- Makes sure SCAD Atlanta Radio fliers and other publicity materials are posted online and/or e-mailed to interest groups.
- With other directors, helps recruit DJs and other staffers for the station
- Responsible for one post per week on website that features Atlanta events for the week

Compensation: stipend of \$125 per month