

SCAD ATLANTA RADIO

Job Description: Promotions Director

General station duties:

- Reports directly to general manager
- Attends all management and general staff meetings
- Provides feedback and ideas at management meetings
- Holds 2 regularly scheduled office hours per week
- Checks and responds to station email daily
- Participates in station promotional events every quarter (tables, events, etc.)
- Assists with technical aspects of staff training
- Regularly offers constructive feedback to staff members and arranges for workshops when needed to improve staff production skills
- Fills in air shifts as needed
- Other duties as assigned

Station promotions duties:

- Creates and manages quarterly campaigns to increase listenership and recruit new DJs
- Oversees and assists DJs in promoting individual shows
- Reviews upcoming events and coordinates station personnel/participation in campus and station events weekly
- Makes sure SCAD Atlanta Radio fliers and other publicity materials are created to SCAD Atlanta 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
- Checks on the station website and Facebook and posts daily updates
- Reviews and updates all SCAD Atlanta Radio social networking profiles, such as Twitter, Facebook, Instagram, etc.
- Acts as a liaison between SCAD Atlanta Radio and other SCAD student organizations

Application materials are due in .pdf format to allstudentmedia@scad.edu no later than 5pm on Friday, February 27, 2015.

- Evaluates requests for DJs from student organizations. Coordinates equipment set-up (with production director) and staffing for events
- Works with local concert venues, promoters, and music director to secure guest list/tickets to give away
- 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

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