



## **SCAD Atlanta Radio Outreach Director**

SCAD Radio has embarked on an ambitious goal of dramatically increasing listenership and website visitation. The Outreach 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/ Managing Director
- 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 every two days
- 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

### **Outreach Director specific duties:**

- Plans and manages quarterly events
- Oversee and manages Events DJ schedule (when Event hosting is being offered)
- 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 and staffing for events
- Securing location spaces and time with SCAD Housing and Res Life
- Works with Social and Branding Director(s) to create promotions for events
- Works with Social Director 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 Coordinator to secure guest list/tickets to give away
- Creates and manages quarterly campaigns to increase listenership and recruit new DJs
- In cooperation with the Music Coordinator and Program Director, solicits and schedule giveaways.

### **To apply:**

Please submit the following in your application:

- Cover letter — clearly indicate which position you are applying for
- Resume
- Possible Live DJ set as a skills test for equipment