



## **SCAD Atlanta Radio Branding Director**

Aside from music, SCAD Atlanta Radio's branding is the most essential element to the radio station. Branding must be a consistent and engaging presence across all SCAD Atlanta Radio's marketing, outreach and social channels.

### General station duties:

- Reports directly to General Manager and Managing Director
- Works closely with staff and other Directors to manage live broadcast timing and music
- Attends all management and general staff meetings
- Provides feedback and ideas at management meetings
- Holds two 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 per quarter
- Other duties as assigned

### Branding Director specific duties:

- Create primary branding for station through a cohesive aesthetic
- Develops and maintains template library for posts, posters, marketing materials, and assets
- Collaborates with Social Director to establish visual aesthetic for station
- Works with graphic designers and photographers to create promotions for social media and events
- Handles all visuals across the SCADAtlantaRadio.org and SCAD Atlanta Radio social platforms
- Assists Program and Productions to create graphics for shows and podcasts