

# **KSDB EXECUTIVE STAFF**

JOB DESCRIPTIONS + RESPONSIBILITIES  
SPRING 2016



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*\*\*Please note: Promotions duties are to be split between two people, but below is the full, exhausted job description for both positions. Upon hiring, the responsibilities will be divided amongst both Co-Directors in conjunction with their specific talents and interests.*

## **Promotions Co-Director Job Description/Responsibilities**

The Promotions Co-Director positions are currently designed to be the main source of direction and development for all station events, partnerships, and giveaways. As an Executive Staff member directly involved in promotions, the Promotions Co-Directors will be given valuable experience and responsibilities directly involved in marketing and outreach while contributing significantly to KSDB's overall mission. This position requires someone who has strong communication skills, a creative mindset for fresh promotional ideas, and follow-through.

Additionally, the Promotions Co-Directors will focus on unique ways to increase our outreach to fellow campus organizations as well as community entities. This position will require fifteen (15) hours of work each week. Furthermore, the Promotions Co-Directors will be expected to provide positive feedback and constructive criticism to fellow Executive Staff members. This position requires a team-oriented mindset and the willingness and ability to respond positively to feedback and constructive criticism given by other Executive Staff members. The Promotions Co-Directors will be expected to be contributing members of the KSDB Executive Staff who responsibly uphold the KSDB Mission Statement and will be granted the freedom to discuss original ideas with fellow staff members.

### **Reporting line:**

- Works directly with Promotions Co-Director and reports directly to KSDB Station Manager. Advised by Program Director/other Executive Staff members

### **Overall responsibilities:**

#### Events

- Schedules and plans one (1) promotional and/or tabling event on campus per month
- Coordinates at least two (2) campus or community partnerships to host a remote event/broadcast per semester
- Upkeeps both the internal (Google Drive) and external (Website) events calendar for the station with station events as well as events we are sponsoring/promoting
- Write and print off liner cards for relevant station and campus events, announcements to place in studio for DJs to read throughout the week

#### Social Media

- Keeps our voice on social media fresh, relevant, informational, and entertaining
- Schedules out social media posts on Facebook, Twitter, and Instagram in advance (basic knowledge of Hootsuite helpful)
- Coordinates with fellow Exec Staff members to post about timely station/campus/community happenings in real time
- Brings new ideas of how to creatively promote KSDB over social media to better engage with current and new followers

#### Giveaways

- Researches and maintains a list of upcoming shows in the area
- Fosters relationships with local venues by reaching out to ask for tickets to giveaway to listeners
- Plans and executing ticket giveaways whether on air, social media, or live events and provides proper instruction for staff members/students throughout the process
- Oversees KSDB merchandise inventory and puts in new orders when necessary

#### **Meeting requirements:**

- Attends weekly KSDB Executive Staff meetings and weekly KSDB class meetings
- Schedules regular meetings with fellow Co-Director to manage workload
- Maintains at least ten (10) office hours and is regularly available for discussion with other Executive Staff members
- Attends at least one (1) non-promotions KSDB sponsored event each month and assists fellow Executive Staff members as needed