



CiTR Radio 101.9 FM | 233-6138 SUB Blvd. Vancouver, BC V6T 1Z1  
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## **CiTR is hiring an ADVERTISING and DISTRIBUTION COORDINATOR**

**Deadline for applications Thursday, January 22, 2014**

CiTR 101.9 FM is the broadcasting voice of the University of British Columbia, beginning as a student club in 1937, and gaining not-for-profit status and a place on the FM dial in 1982. Run by the Student Radio Society of UBC, CiTR is a campus-based community radio station, student-driven while serving the larger community. CiTR offers alternative coverage of every genre and perspective, with a mandate to support niche programming and Canadian and local artists. Since 1983, CiTR has also published Discorder Magazine, providing Vancouver's best coverage of the local music scene in addition to CiTR's charts and program guide.

CiTR is a student-run organization that involves students and volunteers in decision making and operations, and is committed to creating a positive, volunteer-friendly atmosphere at the station. The station is funded by student fees, donations and advertising revenue. The Advertising Coordinator will support CiTR's service to listeners, programmers and volunteers by maintaining and growing CiTR's advertising revenue, and will work alongside staff and volunteers to achieve the goals of the station.

### **Responsibilities:**

CiTR's Advertising and Distribution Coordinator is responsible for generating advertising revenue for CiTR and CiTR's publication, Discorder, and creating positive, healthy and longstanding relationships with local businesses and community organizations. The Advertising and Distribution Coordinator will distribute Discorder magazines around Vancouver, manage all advertising clients and distribution partners, and ensure that CiTR is delivering quality and timely service. This includes:

- Developing and maintaining a strategy for print, radio and online advertising
- Developing and updating sales materials, websites, and sales pitches
- Researching and testing new forms of advertising and revenue-generating partnerships
- Preparing monthly sales reports and collecting unpaid revenue
- Working with CiTR's staff to ensure ads are produced and delivered as negotiated
- Managing and tracking all advertising clients and distribution sites, communicating regularly and soliciting feedback, recruiting new partners and building long-term relationships
- Distributing 8,000 copies of Discorder at the start of each month to local businesses, venues and cafes
- Strategizing ways to increase Discorder readership, pick-up rate and subscriptions
- Participating in discussions around sponsorships, public profile, branding and external communications
- Supporting the fundraising activities of the station

**The ideal candidate will exhibit the following qualities:**

- Excellent oral, written and interpersonal communication skills
- Personable, friendly and professional with a knack for sales, networking and negotiation
- Ability to work well with a wide variety of people in a busy work environment
- Flexible work hours, including a combination of office hours and in-person meetings
- Excellent time management, organizational skills, personal initiative and creative problem-solving
- Proven ability to work with diverse communities
- An understanding of not-for-profit organizations and community media
- A Class 5 Drivers License is required, access to a vehicle is an asset but not required

The Student Radio Society of the University of British Columbia is an equal opportunity employer that encourages applicants from under-represented groups.

**Hours:** 21 hours/week, some evenings and weekends required at the beginning of each month for distribution

**Wage:** \$15/hour + sales bonuses if goals are exceeded

**To apply, send resume and a cover letter via email to Brenda Grunau, CiTR Station Manager, at [stationmanager@citr.ca](mailto:stationmanager@citr.ca). Deadline for applications is Thursday, January 22<sup>nd</sup> at midnight.**