



CiTR Radio 101.9 FM | 233-6138 SUB Blvd. Vancouver, BC V6T 1Z1
tel: 604.822.1242 | fax: 604.822.9364 | email: info@citr.ca | www.citr.ca

CiTR Summer Job Posting: Promotions Coordinator

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 offers students and community members broadcast training and access to the airwaves. The Promotions Coordinator will be responsible for coordinating CiTR's promotional and marketing activities during the summer and in preparation for the fall.

TASKS AND RESPONSIBILITIES

- ❖ Develop, renew and implement summer partnerships with community events and local festivals. This includes negotiating partnership agreements and delivering on our promotional commitments, including on-air, web and social media promotions.
- ❖ Coordinate CiTR's presence at summer festivals, organize necessary volunteers and assist with live broadcasts
- ❖ Recruit local businesses for the Friends of CiTR discount card, renew businesses from the past year
- ❖ Renew sponsors for Shindig, CiTR's annual battle of the bands competition
- ❖ Develop a fall promotional campaign to recruit new members targeting UBC students
- ❖ Plan events for the fall membership recruitment drive including Clubs Days, Firstweek, CiTR Open House, etc.
- ❖ Assist department heads in updating station pamphlets for Discorder, News, Sports, Arts, Programming departments, as well as pamphlets for new members and general information
- ❖ Assist with marketing the advertising program to local businesses

JOB REQUIREMENTS

The ideal candidate will be motivated, creative and outgoing. S/he will have a good understanding of marketing and promotions, project management, event planning and/or volunteer coordination, and an interest in broadcasting. Proven ability to work with diverse communities of students is an asset.

TERMS OF EMPLOYMENT

This job is for 14 weeks, 35 hours/week, with a wage of \$13.50/hour and an anticipated start date of May 12, 2014.

The Student Radio Society of the University of British Columbia is an equal opportunity employer that encourages applicants from underrepresented groups. To be eligible for this position, the candidate must be a full-time student returning to full-time studies in September, between 15 and 30 years of age, and a Canadian citizen, permanent resident or protected refugee.

To apply, send a resume and cover letter to Brenda, CiTR Station Manager, at stationmanager@citr.ca.

Deadline for applications is Tuesday, May 6, 2014.