



CiTR 101.9 FM | Discorder Magazine | LL500-6133 University Boulevard. Vancouver BC, V6T 1Z1
604.822.1242 | www.citr.ca | www.discorder.ca

CiTR is hiring a 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. CiTR offers students and community members a variety of services which include broadcast and multimedia training, promotional support, live on location coverage of events and much more. Since 1983 CiTR has also published Discorder Magazine, providing unparalleled monthly coverage of Vancouver's music community, arts scene and local current affairs while providing a space for students and community members to be trained in written journalism, photography, illustration and other aspects of publishing.

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. This year we will be focusing on the development of promotional partnerships with traditionally underrepresented groups including Indigenous communities, LGBTQIA groups, visible minorities, new immigrants and more, in addition to the continuing the partnerships we already have
- Coordinate CiTR and Discorder's presence at summer festivals, organize necessary volunteers and assist with live broadcasts. This includes the Vancouver Folk Music Festival, Sled Island, NXNE, Vancouver International Film Festival and many more
- Recruit local businesses for the Friends of CiTR and Discorder 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 UBC student members
- Plan events for the fall membership recruitment drive including Clubs Days, Firstweek, CiTR Open House, etc.
- Assist the Volunteer Manager in updating materials CiTR services and training opportunities. Reach out to CiTR's community to translate these materials into languages other than english.
- Assist with marketing the advertising program and promoting CiTR's retail friendly second stream to local businesses'
- Assist with the development of a sponsorship program for Discorder, CiTR's monthly publication

JOB REQUIREMENTS:

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

TERMS OF EMPLOYMENT :

This position is subsidized by the government of Canada's Canada Summer Jobs program. It will run for 12 weeks, 35 hours/week, with a wage of \$14.00/hour and an anticipated start date of May 26, 2017. 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 Hugo, CiTR Manager and Discorder Publisher, at stationmanager@citr.ca.



CiTR 101.9 FM | Discorder Magazine | LL500-6133 University Boulevard. Vancouver BC, V6T 1Z1
604.822.1242 | www.citr.ca | www.discorder.ca

Deadline for applications is Tuesday, May 16, 2017.