



CiTR 101.9 FM & Discorder Magazine

LL 500 - 6133 University Blvd. Vancouver, B.C. V6T 1Z1

604.822.1242 citr.ca discorder.ca

CiTR is hiring a Social Media Coordinator!

CiTR 101.9 FM is the broadcasting voice of the University of British Columbia, beginning as a student club in 1938, 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.

As broadcasting and publishing continue to navigate between the more traditional formats of terrestrial radio and print publishing, and the sharing of content through use of the website, podcast platforms and prominent social media channels such as Facebook, Twitter, Instagram, YouTube, etc. — it is increasingly important for us to focus on sharing our content online, so that we better serve our communities. The Social Media and Online Communications Coordinator will plan, implement and monitor all social media and online communications strategies and tactics for CiTR & *Discorder*.

Tasks and Responsibilities

- Coordinating CiTR & *Discorder's* social media accounts, scheduling content delivery, brainstorming new and creative uses of social media to promote CiTR & *Discorder* content;
- Promoting CiTR's radio and print content via social media and through our website, including in-studio performances, special programming days, live broadcasts, new articles, web exclusive content, regular programming and all other applicable content created by CiTR & *Discorder*;
- Interacting with our online audiences, answering any questions and engaging in discussion when appropriate;
- Keeping updated on the newest developments, tools and trends in social media and online spaces and helping CiTR & *Discorder* to leverage them to better serve their communities;
- Creating quarterly reports for permanent staff and students that summarize important online analytics, providing insight on the effectiveness of online communications through data-driven strategy and KPI-focused analysis;
- Writing and copy editing online communication materials for CiTR & *Discorder*, including press releases, newsletters, social media posts, promotional materials, station news, etc.;
- Working with permanent staff and students in the strategic planning and evaluation of CiTR & *Discorder's* online communications and social media — aiding in brainstorming, planning, implementing and evaluating CiTR & *Discorder's* strategic vision of online communications.

Job Requirements

The ideal candidate is motivated and has excellent communication skills. They are excited to share CiTR & *Discorder* content in new and creative ways through our online communities. They have experience and past success with social media coordination (on various platforms), online communications, copy editing and web journalism. They have a proven ability to work with diverse communities and can show a commitment to CiTR & *Discorder's* goals of empowering and amplifying the voices of students and people within the Lower Mainland.

Terms of Employment

HOURS: 7 hours per week, for a total of 364 hours annually. WAGE: \$15.00 per hour

START DATE: Mid- end of October, 2019

To apply, send a cover letter, resume and 3-5 relevant samples of writing and/or social media posts to CiTR Manager and *Discorder* Publisher Ana Rose Carrico at stationmanager@citr.ca.

Deadline for applications is Friday, June 14, 2019.