



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.

The Social Media and Online Communications Coordinator will plan, implement and monitor all social media and online communications strategies and tactics for CiTR and Discorder.

TASKS AND RESPONSIBILITIES:

- Coordinating CiTR and Discorder's social media accounts, scheduling content delivery, brainstorming new and creative uses of social media to promote CiTR and 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 and Discorder
- Coordinating with the community, arts, and UBC partners to whom we provide sponsorship to promote content and events
- Interacting with our online audiences, answering any questions and engaging in discussion when appropriate
- Track online analytics and KPI
- Writing and copy editing online communication materials for CiTR and 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 and Discorder's online communications and social media — aiding in brainstorming, planning, implementing and evaluating CiTR and Discorder's strategic vision of online communications

JOB REQUIREMENTS:

The ideal candidate will have:

- Excellent written and oral communication skills
- Motivated, creative and outgoing
- A good understanding of a variety of social media platforms
- The candidate will be expected to show initiative and ability to prioritize to ensure that project goals are completed according to the schedule outlined at the beginning of employment
- Professional and detail-oriented
- Proven ability to work with diverse communities is an asset

CiTR has a commitment to collective governance, anti-oppression practices, and holding space for those that are underrepresented in the mainstream media. The ideal candidate will have an understanding of social justice and an intersectional approach to issues, and a desire to foster a welcoming and collaborative working environment. We welcome applicants at any level of university or college education.

This is a UBC Work Learn position. Any applicant must be a current UBC student with a valid student ID number.

Hours: 10 hours per week, for a total of 300 hours annually.



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Salary: \$15.46 per hour

Position Start Date: Mid September, 2020

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 Thursday, September 3, 2020.