



CiTR 101.9 FM & Discorder Magazine

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

604.822.1242 citr.ca discorder.ca

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.

POSITION DESCRIPTION

The Promotions Coordinator will be responsible for coordinating CiTR's promotional and marketing activities during the school year.

TASKS AND RESPONSIBILITIES

1. Work with the Advertising Coordinator to market the Advertising program and recruit new vendors for *Discorder Magazine's* distribution sites.
2. Build the Friends of CiTR & *Discorder* program. Recruit new local businesses, renew businesses from the past year, evaluate the program's viability.
3. Develop, renew, and implement partnerships with online festivals and events. This includes negotiating partnership agreements and delivering on our promotional commitments including on-air, web, and social media promotions with a focus on the development of promotional partnerships with traditionally underrepresented groups including Indigenous communities, LGBT2SQIA+ groups, visible minorities, new immigrants, and more, in addition to continuing the partnerships we already have.
4. Renew sponsors for Shindig, CiTR's annual battle of the bands competition.
5. Develop a promotional campaign to recruit new UBC student members.
6. To help Volunteer Manager with developing an online recruitment system.
7. 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.
8. Assist the station staff in securing sponsors for CiTR's annual fundraising drive in February.

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

HOURS: This position is for 17 hours per week for 16 weeks.

WAGE: \$14.60/hour

START DATE: Monday, October 26, 2020

The Student Radio Society of the University of British Columbia is an equal opportunity employer that encourages applicants from underrepresented groups. Preference will be given to those who self identify as members of marginalized communities. The position is funded through Canada Summer Jobs. To be eligible for this position, the candidate must be between 15 and 30 years of age, a Canadian citizen, permanent resident or protected refugee, be legally eligible to work in Canada, and not have another full-time job (30+ hrs/week).

To apply, send a resume and cover letter to Ana Rose Carrico, CiTR Manager & *Discorder* Publisher, at stationmanager@citr.ca by **Friday, October 16**.