

# Scarborough Fusion Radio

## Marketing Director

**Hours of Work:** Variable; 15 - 20 hours per week



## Responsibilities

- Develop and implement existing or newly developed marketing plans and strategies for Fusion Radio
- Work with Fusion Radio DJs to develop audience/listeners for genre based and individual program at Fusion Radio through unique marketing initiatives.
- Act as the 1<sup>st</sup> point of contact & main coordinator for all individuals or groups wishing to advertise on air, in print, or online through any Fusion Radio produced media.
- Maintain good relationships with advertisers, promoters, music labels, and artists while maintaining current contact information for the station.
- Execute and monitor all marketing and advertising initiatives taking place through Fusion Radio
- Coordinate giveaways and promotions with the Fusion Radio DJs and work with individual programs on specific promotional requests
- Coordinate with the Program Manager and Technical Director to implement on air advertising and promotional notices.
- Coordinate with the Fusion Radio webmaster to implement web based promotions, advertisements, and contests.
- Assist in organizing and facilitating all Fusion Radio DJ appreciation parties, Volunteer appreciation parties, and special events that relate to Fusion Radio stakeholders.
- Report directly to the Station Manager of Fusion Radio and be responsible to the President of SCCR Inc. as well as the SCCR Inc. Board of Directors.
- Take part on the board of directors by reporting all matters with regards to the operations of the corporation and to handle other functions as considered necessary by the board.

## **Required Skills/Experience**

- Very strong communication skills both verbal and written and excellent interpersonal skills. Experience with press releases, fundraising initiatives, and advertising briefs are not mandatory but are strong assets.
- Design experience and/or working knowledge of Adobe Creative Suite an asset.
- Familiarity with Scarborough Campus Community Radio Inc. and Scarborough Fusion Radio is an asset.
- Experience in the marketing sector (professional or scholastic), advertising arts management, and/or the music industry is an asset but not essential
- Experience with office software (Microsoft Office primarily). Knowledge of html/Dreamweaver, File Maker Pro, and/or broadcast radio software iMedia Touch would be an added asset, but not essential.

## **Desired Attitudes**

- Highly motivated and dedicated individual that is enthusiastic about Fusion Radio and not for profit campus/community radio.
- Highly organized with the ability to effectively budget their time and meet set deadlines
- Reliable and able to work with minimal supervision
- Confident and effective decision making skills
- The ability to thrive in a fast paced environment where duties are clearly defined but decision-making, creativity and problem solving needs are shared.
- A strong connection to the mission statement and vision statement for Fusion Radio with the desire to pursue innovative and challenging programming for all our stakeholders and listeners.