

CFRU 93.3 FM at the University of Guelph is hiring a new Marketing and Outreach Director!

CFRU is a volunteer-driven student and community radio station, committed to broadcasting high-quality, innovative, and entertaining music and spoken-word programs that provide an alternative to the mainstream media. The station works with local artists and organizations to raise awareness of community events and is committed to providing a forum for historically under-represented voices.

The wage is \$23.17 per hour, plus all provisions under the Collective Agreement. This is a full time position at 35 hours per week, and is a CUPE 1281 Bargaining Unit position.

CFRU is an employment equity employer. All qualified candidates are welcome. Preferences will be given to and applications are encouraged from all equity-seeking individuals. This includes members of the BIPOC (Black, Indigenous, and People of Colour) community, people living with disabilities, women, working class people, trans people, and members of the queer community (including but not limited to people who are transgender, transsexual, Two-Spirited, genderqueer, gender-fluid etc.)

All applicants are welcome to fill out CFRU's Employment Equity Self-Identification Form, available [here](#). Please contact cfru.programming@gmail.com if you have any problems accessing or completing the document.

We thank all applicants for this position. Only those applicants selected for an interview will be contacted.

Date of Notice: Thursday, January 21, 2021

Application Deadline: Thursday, February 11, 2021

To apply, please send a resume and cover letter to apply@cfru.ca with "CFRU Marketing & Community Outreach Director" in the subject line.

(Please note that the position of Station Manager is currently vacant and may be eliminated in the future. The responsibilities of the Marketing & Outreach Director are unchanged by virtue of the Station Manager position being vacant, except that the latter's oversight role has been reassigned to another representative of the Employer. CFRU is and will remain a collaborative work environment.)

RADIO GRYPHON (CFRU 93.3 FM) MARKETING & OUTREACH DIRECTOR (35 HOURS PER WEEK)

Nature and scope

Working in a collaborative environment and reporting to the Station Manager, the Marketing & Outreach Director supports, enables, and contributes to the station's strong ties with the local Guelph community. The Marketing & Outreach Director is

responsible for developing a deep understanding of our community, both on- and off-campus. The Marketing & Outreach Director raises awareness of, and advocates for, the mandated vision of the Station, with particular emphasis on engaging diverse populations.

Duties of leadership include:

Community outreach

- Identifies and communicates the strategic value of the Station to both on- and off-campus audiences through targeted communications.
- Plans and implements ongoing assessment and evaluation of community needs, communicating findings and recommendations back to the Station Manager.
- Liaises with organizations on- and off- campus, creating mutually beneficial relationships that promote each other's needs.
- Coordinates and ensures attendance (in person or by volunteers) of promotional tables at targeted community events.

Fundraising

- Develops and implements a program plan and schedule for the station's fundraising initiatives.
- Supports and collaborates with the Station Manager in securing sponsorship and fundraising targets.
- Develops and implements assessment and evaluation of the fundraising events, providing recommendations to the Station Manager.
- Collaborates with Station Manager to coordinate advertising sales.
- Communicates with Station Manager on a regular basis about targets and finances.
- Tracks fundraising budgets and expenses and event response rates to evaluate each event based on program objectives.
- Coordinates and oversees on and off-air fundraising and promotional events for the Station (i.e. Raise Your Voice).
- Coordinates the solicitation of co-sponsorships for CFRU events and programs.
- Solicits donations from donors to meet fundraising objectives.
- Ensures that all donations are recognized and donors are thanked in a time-sensitive manner.
- Chairs the meetings of the Fundraising Committee.

Promotions and Communications

- Develops and implements a program plan for Community Outreach communications.
- Plan and execute promotional policies and strategies for on- and off-campus organizations.
- Identifies and develops contacts, as well as gathering and organizing information for promotional campaigns and station programs.
- Monitors and analyzes promotion results to determine cost effectiveness of promotion campaigns.
- Coordinates and oversees outreach and promotional communications for community organizations and events using a variety of media, including:
 - Print
 - Web (web site, social networking sites, email, lists...)
 - On-air (PSAs, advertisements)
- Ensures all communications (on- and off-air) comply with the station's policies, legislation and human rights.
- Maintains a newsletter for all volunteers and trainees at CFRU Radio.

Training and Mentoring

- Coordinates and directs volunteers in developing and producing promotional material, using a variety of media to promote the Station including:
 - Print
 - Web (web site, social networking sites, email, lists...)
 - On-air (PSAs, advertisements)

Standard Duties and Responsibilities

- Contributes as a positive and innovative member of the CFRU team
- Nurtures an opportunity rich volunteer culture that optimizes the volunteer experience at CFRU.
- Ensures that volunteers are mentored and given learning opportunities in areas of

responsibility at CFRU.

- Keeps transparent, easily accessed, up-to-date documentation in areas of responsibility.
- Work to propose and maintain policy documents around area of responsibility (as approved, reviewed by the policy committee for approval by the Board).
- Contributes to team planning, committees, special events and projects as they arise.