



Associated Students of Western Washington University

AS KUGS-FM

AS KUGS-FM Marketing and Development Director

About the Position

The AS KUGS Marketing and Development Director is responsible for the overall marketing and promotion of KUGS-FM through press releases, mailing lists, internet communities and publicity correspondence, and coordinating on-air giveaways including but not limited to concert tickets. Responsible for securing underwriting support from local businesses, establish and maintain positive relationships with the local business community and possible financial supporters of KUGS. (Note that the marketing responsibilities were placed first then development)

Position Classification

Coordinators provide programming for the Associated Students (AS) as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The mission of KUGS-FM is to serve the students of Western by providing a diverse program of music and information consistent with student interests and public affairs programming that encourages a greater understanding of the human differences and cultural pluralism Western's community and the larger world we live in. KUGS, through its programming, will serve as a bridge from the university to the surrounding community. KUGS staff is responsible for cultivating the interest and production of noncommercial radio for Western's students.

Terms of Position

This is a four quarter position. This position begins the last day of finals week spring quarter and ends the last day of finals week the following spring quarter. This position works an average of 15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. This position has 7 weeks of leave, timing of which is scheduled by the General Manager and must be completed prior to the first day of spring quarter..

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Knowledge of or willingness to learn the Federal Communications Commission (FCC) regulations pertaining to broadcasting.
- Organizational and time management skills.
- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.
- Ability to work independently and responsibly, while supervising others.
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.
- Budget management knowledge or experience.
- Interest in publicity, communications, graphics, and advertising.
- Basic knowledge of department and position specific responsibilities.
- A commitment to promote the public image of the station both on campus and in the community, increase its visibility, and promote all positive aspects of KUGS through all appropriate channels.
- Creative spirit and positive attitude.

AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations. Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

AS KUGS-FM Responsibilities

- Provide Support to KUGS-FM by:
 - Maintaining a minimum 15 hours per week coordinated with the KUGS-FM Program Director, designated at KUGS between 9am-5pm. On -air program hours do not qualify as office hours.
 - Assisting Program Director with training of volunteers as needed.
 - Participating in the KUGS-FM Quarterly All Station Meetings.
 - Attending weekly KUGS-FM Staff Meetings.
 - Covering KUGS-FM operations during academic breaks.
 - Completing other duties as assigned.

- Attending weekly traffic meetings.

Position Responsibilities

- Ensure the effective marketing and promotions of KUGS-FM by:
 - Developing an overall marketing plan to increase the visibility of KUGS-FM on campus and in the community.
 - Coordinating station events and promotions, such as concerts or on-air contests.
 - Being responsible for press releases, mailing lists, maintaining social media presence, and all publicity correspondence.
 - Maintaining contacts with promoters, trade zones, and other radio stations.
 - Maintaining files of all advertising, posters, promotional materials, and financial records relating to publicity.
 - Working with the AS Communications Office and the Publicity Center to ensure that KUGS events are included in the AS Review and the Western Front.
 - Coordinating the production and distribution of KUGS-FM promotional materials, such as banners, posters, and program guides through the Publicity Center.
- Ensure that KUGS-FM receives external funding through underwriting support by:
 - Developing long-term programs to secure underwriting from local businesses.
 - Establishing and maintaining positive relationships with the local business community and possible KUGS-FM financial supporters.
 - Maintaining KUGS-FM database of underwriting contacts and information.
 - Working with the General Manager to identify potential sources of grant funding.
 - Working with the General Manager and the VU Finance Office in maintaining underwriting accounts.
- Incentivize listeners and volunteers by:
 - Soliciting donations from underwriters and local businesses.
 - Providing tickets to local music venues for listeners.
- Ensure that administrative records are properly maintained by:
 - Keeping accurate records of underwriting giveaways.
 - Keeping accurate records of ticket giveaways.

Salary

Minimum annual salary of \$7,920 (approximately \$292 twice per month summer and fall quarters and approximately \$345 twice per month winter and spring quarters).

Reportage

This position reports directly to KUGS-FM General Manager.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised on February 12, 2015 by motion ASB-15-W-9.