# **CFXU Terms of Reference**

# Ratified

# CFXU Board of Directors

# February 17, 2015

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**Index:**

2 – 2014-2015 CFXU Board of Directors

3 – Station Manager

6 – Program Manager

8 – Production Manager

10 – Music Co-ordinator

12 – Music Director

14 - Events Director

16 – Promotions & Advertising Director

18 – DJ Society President

20 – Frosh Interns

22 – Summer Station Manager

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CFXU Board of Directors 2014 - 2015**

Sean Ryan – Student Union General Manager

Hillary Perry – Chair

Lauren Murray – Student Union VP Finance

Paige Chisholm – Student Union VP Communications

Rory MacLeod – CFXU Station Manager

Jessica Sharkey – CFXU Program Manager

Brennan Neve – CFXU Production Manager

Travis Braschuck – CFXU Promotions & Advertising Director

Samuel Kalman – Faculty Representative

Bruce MacDonald – Community Representative

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# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Station Manager**

**Job Objective:**

Under the direction of the CFXU Board of Directors of the St. Francis Xavier University

Students’ Union, the Station Manager shall be charged with the responsibility of

managing the day-to-day operations of CFXU, and granted the authority to carry out any

actions pertaining to these affairs.

The Station Manager shall be accountable to the community and the membership of the

organization through the Board of Directors and reports to the Board.

All staff and other delegated personnel ultimately report to the Station Manager.

**Responsibilities:**

The Station Manager shall:

* Manage the day-to-day operations of CFXU
* Act at all times in the best interest of CFXU and its operations
* Exercise control over all programming and other operations as they relate to the operation of the CFXU radio facility
* Ensure the implementation of the Bylaws of CFXU Constitution and adherence to the CFXU Staff Policy Manual
* Supervise all paid staff and all volunteers in their activities, and mediate any disputes
* Act as the final authority in all day-to-day operations concerning the finances of CFXU
* Have primary responsibility for organizing all fundraising activities
* Shall be in charge of all day-to-day operations concerning the finances of CFXU
* Shall be ultimately responsible for all financial matters at the station, overseeing and working with the Promotions and Advertising Director as well as the DJ Society President on all purchases and sales
* Shall work with the staff to prepare any business correspondence as needed
* Shall work with staff on all reimbursement requests for station expenses
* Chair weekly meetings of the CFXU staff
* Act as a liaison with the CRTC and SOCAN, and has primary responsibility for preparation of license renewals and society registry
* Submit the Annual return for the CRTC
* Share responsibility with the VP Communications to ensure that the Board of Directors meets at least once per semester.
* Determine staff honorarium amounts, subject to ratification by the Board of Directors
* Act as a liaison on campus and in the Antigonish community
* Have ultimate responsibility for the proper operations of the facility, including:
  + All technical arrangements- audio, radio frequency, computer, internet and telecommunications systems and equipment
  + The purchase and/or rental of all equipment
  + The allocation of all resources, financial, staff and equipment
* Prepare a final report with copies to be provided to the incoming Station Manager, incoming VP Communications, and the Archive Manager.
* Maintain the “CFXU Operations Manual”
* Hold individual meetings with all staff at the beginning of each semester
* Provide adequate training to the incoming Station Manager
* Represent the organization externally and may act as spokesperson

**Qualifications and Requirements:**

* Experience working with campus/community radio
* Experience in supervising volunteers and/or staff, strategic planning, project planning and implementation
* Experience in budgeting and finance
* Experience in strategic planning, project planning and implementation
* A combination of education and experience will be considered
* Excellent written and oral communication skills
* Excellent time management skills, superior ability to handle many changing and concurrent responsibilities/duties
* Ability to complete necessary tasks by required deadlines

**Lines of Communication:**

The Station Manager works closely with his/her staff to ensure that CFXU operates

smoothly, and reports to the Board of Directors. The Station Manager supervises all staff hired at CFXU, as well as volunteers engaged in activities under the scope of the Station Manager’s position. The Station Manager is kept appraised of all financial matters at

CFXU by the Finance & Advertising Manager, and has the final say in all financial

decisions, subject to approval by the Board of Directors.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

The manager is expected to represent CFXU at all social events where appropriate.

Salary, Hours, and Benefits:

A minimum time commitment of 10 posted office hours per week is required. This

position is paid by an honorarium of $1650 ($825/school semester).

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Program Manager**

**Job Objective:**

Accountable to the Station Manager, the Program Manager works as part of a team and is expected to be involved and take responsibility in many areas of the station’s operations.

The Program Manager is responsible for all aspects of CFXU programming – essentially, the Program Manager ensures that the sound of CFXU at all times adheres to the CRTC regulations, and the CFXU objective to provide entertaining and quality programming. In addition, the Program manager works with the DJ society co-presidents to facilitate communication with programmers.

**Responsibilities:**

The Program Manager:

* Plans the station programs and program schedule
* Ensures CFXU programming is in line with CRTC regulations (for volunteer programming)
* Ensures a broad variety of programming is scheduled
* Ensures that there is sufficient spoken word content regarded regulations set by the CRTC
* Ensure that volunteers are present for their programs
* Conducts program evaluations (PRM – Program Review Meetings)
* Ensures integrity of program content
* Provides support and assessment to present programmers
* Maintains a database of all programmers including name, show title, email address, and signed DJ contract with fee
* Maintains a line of communication with programmers regarding programming, scheduling, promotions, etc.
* Ensures all DJs sign the Programmer’s Contract and are fully aware of CFXU operations
* Ensures that all programmers are properly trained as determined by the CFXU handbook, the Station Manager, and the Program Manager
* Deals with programming complaints
* Is responsible for the discipline of any programmer who violates the Programmer’s Contract or the St. FX Community Code
* Writes, reviews, updates and enforces the Programmer’s Manual and Policy pertaining to on-air programming
* Will monitor all weekly program logs
* Will maintain an up-to-date schedule for booth, bulletin board, and website
* Supervises the Assistant Program Manager
* Works with the DJ Society Presidents to ensure better communication between CFXU staff and programmers
* Will perform other duties as required by the Station Manager
* Document on-air offences
* Create list of nominations and winners for Foxy Awards

**Qualifications and Requirements:**

* Experience working with campus/community radio
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Excellent time management skills, superior ability to handle many changing and concurrent responsibilities/duties
* Knowledge of CFXU policy and regulations
* Willing to work flexible hours
* Ability to meet deadlines
* Works well in a team environment

**Lines of Communication:**

The Program Manager reports to the Station Manager. The Program Manager supervises

the programmers (DJs) and volunteers engaged in activities under the scope of the

Program Manager’s position. The Program Manager supervises the Assistant Program

Manager and delegates tasks at his/her discretion. The Program manager also works closely with the DJ society presidents

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This

position is paid in honorarium, to be determined by the Board of Directors.

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**Job Objective:**

Accountable to the Station Manager, the Production manager works as part of a team and is expected to be involved and take responsibility in many areas of the station’s

operations.

The Production Manager is in charge of the creation of Ads, maintenance of

the CFXU equipment and will be asked to assist with technical aspects of radio station

events.

**Responsibilities:**

The Production manager:

* Is responsible for the maintenance of all audio equipment at the radio station
* Is responsible to be familiar with all terms of warranty on the equipment in the station, end ensuring they are not violated making our warranties void
* Is responsible for producing any contracted Ads at the request of the Finance & Advertisement Manager by set deadlines
* Is responsible for the set-up, recording, and editing of all live and acoustic interviews
* Will help programmers produce IDs for their shows
* Will produce IDs for the radio station
* Ensure that the equipment room is well maintained
* Responsible for “this is the sound the fox makes”
* Is responsible to accompany all equipment requests with an approximate quotation for needed equipment
* Is responsible for downloading all Public Service Announcements forwarded to the station and is to place them on the system
* Is responsible for maintaining the online operations i.e. the archive computer (The matrix)
* Will perform other duties as required by the Station Manager
* Works with Program Manager to syndicate an episode of DJ’s shows for the cart.
* Slightly more advanced computer skills (e.g. knowledge of servers, basic Bash scripts)

**Qualifications and Requirements:**

* Experience working with campus/community radio
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Excellent time management skills, superior ability to handle many changing and concurrent responsibilities/duties
* Knowledge of CRTC policy and regulations
* Willing to work flexible hours
* Knowledge of audio recording and editing techniques
* Knowledge of audio production equipment
* Ability to meet strict deadlines
* Works well in a team environment

**Lines of Communication:**

The Production Manager works closely with the Promotions and Advertising to

ensure the timely completion of all advertisements, and works with the Program Manager to produce all recorded interviews, IDs, and PSAs. The Production Manager reports to the Station Manager.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This

position is paid in honorarium, to be determined by the Board of Directors.

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# **Music Co-ordinator**

**Job Objective:**

Accountable to the Station Manager, the Music Co-ordinator works as part of a team and is expected to be involved and take responsibility in many areas of the station’s operations.

The Music Co-ordinator is the head of the music department, and is responsible for supervising the two Music Directors, while continuing the upkeep of the music archive database, the digital music library, the physical CD library, and the document archive.

**Responsibilities:**

The Music Co-ordinator Director:

* Is responsible for the organization and maintenance of all music that comes into the station
* Responsible for collecting mail from mail room on weekly basis
* Processes all new material on a weekly basis
* Responsible for all charting and CD tracking
* Regularly updates CD rotation in booth to ensure new, Canadian artists are highlighted
* Regularly updates artist/music background material and ensures this material is accessible to on-air staff
* Maintains playlists on RadioDJ automation software
* Maintains and organizes the digital and physical document archive
* Pursues new music and labels
* Liaises with music industry representatives, provides them with tracking/updates from the station
* Works to create strong relationships with music industry representatives, record companies, promoters and bands
* Is expected to review at least 6 CDs per week
* Works together with the Music Directors
* Will be in the station for 6 posted office hours per week
* Will perform other duties as required by the Station Managers

**Qualifications and Requirements:**

* Extensive knowledge of a variety of music genres and groups, with a focus on the local music scene
* Basic computer skills
* Experience in working with campus/community radio
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Excellent time management skills, superior ability to handle many changing and concurrent responsibilities/duties
* Willing to work flexible hours
* Ability to meet deadlines
* Works well in a team environment

**Lines of Communication:**

The Archive Manager reports the Station Manager and works closely in conjunction with the Music Directors.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be required to work before or after regular office hours or overtime during heavy work periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This position is paid by honorarium, to be determined by the Board of Directors.

# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Music Directors**

**Job Objective:**

The Music Directors work with the music coordinator/Music coordinator doesn’t really seem to be a separate position/we all just re-delegated the tasks amongst all of us. They work as part of a team and are expected to be involved and take responsibility in many areas of the station’s operations.

The Music Directors are responsible for CFXU’s music programming, and ensuring that

this programming satisfies the CRTC regulations and the CFXU objectives to provide

entertaining and quality programming ensuring new and Canadian content for the cart rotations.

**Responsibilities:**

The Music Directors:

* Are responsible for all of the music programing for on air rotation in between shows
* Pursues new music and labels
* Processes all new material on a weekly basis
* Regularly updates the CD rotation in the booth to ensure that new, Canadian artists are highlighted
* Maintains playlists on CFXU’s automation software
* Liaises with music industry representatives and provides them with tracking and updates from the station
* Works to create strong relationships with music industry representatives, record companies, promoters and bands
* Is expected to review at least 4-6 CDs a week in addition to MP3s
* Is responsible for all charting and CD tracking
* Work to maintain and increase the digital music library there isn’t really a digital music library, like there’s the stuff on the cart but we have to keep deleting it – digital archive could maybe be a thing
* Will perform other duties as required by the Station Managers
* Organizing archive
* Provide maintenance for cart technical difficulties
* Working with frosh interns

**Qualifications and Requirements:**

* Extensive knowledge of a variety of music genres and groups, with a focus on Canadian music
* Basic computer skills
* Experience working with campus/community radio
* Excellent written and oral communication skills
* Excellent organization and interpersonal skills
* Excellent time management skills, superior ability to handle many changing and concurrent responsibilities/duties
* Willing to work flexible hours
* Works well in a team environment

**Lines of Communication:**

The Music Directors, who reports to the Station Manager. The Music Directors supervise volunteers engaged in activities under the scope of their positions, such as programmers, and works with the Program Manager. The MDs and Music Co-ordinator work together and then report to Station Manager and Programming Manager.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This

position is paid in honorarium, to be determined by the Board of Directors.

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# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Events Co-ordinator**

**Job Objective:**

Accountable to the Station Manager, the Events Co-ordinator works as part of a team and is expected to be involved and take responsibility in many areas of the station’s operations.

The Events Co-ordinator has primary responsibility for planning

and executing CFXU radio events.

**Responsibilities:**

The Events Co-ordinator:

* Shall be in contact with the Student Union VP of Activities and Events regarding all concerts and artist interview opportunities. Shall also be in contact with the VP of Communications
* Shall work with the INN bar manager to plan events for CFXU
* Shall work with the St.FX Art Gallery to plan all ages events
* Shall share the position of “sound man” with the Production Manager
* Will perform other related duties as required by the Station Managers

**Qualifications and Requirements:**

* Experience in working with campus/community radio
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Innovative ideas and dedication to making CFXU as widely listened to as possible
* Willing to work flexible hours
* Works well in a team environment

**Lines of Communication:**

The Events Co-ordinator reports to the Station Manager to ensure the fiscal soundness of all projects. Works directly with the Promotions & Advertising Director to ensure proper promotions of events.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This

position is paid in honorarium, to be determined by the Board of Directors.

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# **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Promotions & Advertising Director**

**Job Objective:**

Accountable to the Station Manager, the Promotions & Advertising Director works as part of a team and is expected to be involved and take responsibility in many areas of the station’s operations.

The Promotions & Advertising Director is responsible for promotion of CFXU on campus and in the Antigonish community. This is to be done through promotion of CFXU events and through general promotion. Additionally, the Promotions & Advertising Director is responsible for selling advertisements to local community stakeholders and other businesses.

**Responsibilities:**

The Promotions & Advertising Director:

* Shall supervise the update and maintenance of the CFXU bulletin board created and updated by the Frosh Interns
* Shall be in contact with the Student Union VP of Activities and Events regarding all concerts and artist interview opportunities. Shall also be in contact with the VP of Communications.
* Shall aid in the making posters and aid in the distribution on campus and in the community for CFXU upcoming events.
* Shall work with the DJ Society President to maintain and update CFXU’s social media platforms (Facebook, Twitter, etc.)
* Shall manage all CFXU Swag (including t-shirts, stickers and buttons)
* Will maintain a list of students interested in CFXU and inform them of upcoming events and radio announcements along with the DJ Society President
* Shall exercise control over all advertising operations at CFXU:
  + Will solicit advertising for the station from within the town and area
  + Is expected to meet the quota sum laid out in the budget for advertising each year
  + Will overlook the production of all paid advertisements, non-paid Ads and public service announcements
  + Will make copies of all Ads and bring them to the advertiser for approval and possible changes prior to airing the advertisement
  + Will maintain a log of attempts to solicit Ads and a contact list of all businesses which buy advertisements
  + Will work to create lasting relationships with advertisers
  + Will be the primary contact for the Target Broadcast Sales company
* Shall represent the organization externally and as a spokesperson
* Will perform other related duties as required by the Station Manager

**Qualifications and Requirements:**

* Experience in working with campus/community radio
* Experience in business marketing and solicitation
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Friendly, personable and driven
* Innovative ideas and dedication to making CFXU as widely listened to as possible
* Willing to work flexible hours
* Works well in a team environment

**Lines of Communication:**

The Promotions & Advertising Director reports to the Station Manager to ensure the fiscal soundness of all projects. The Promotions & Advertising Director works directly with the Events Co-ordinator to ensure proper promotion of events. The Promotions and Advertising Director shall oversee the actions of the Social Media Coordinator.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods.

**Salary and Hours:**

A minimum time commitment of 6 posted office hours per week is required. This

position is paid in honorarium, plus a 15% commission on all ad sales.

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**Job Objective:**

Accountable to the Station manager, the DJ Society President is a part of the CFXU team and is expected to be highly involved in CFXU affairs and take responsibility in many areas of the station’s operations.

The DJ Society President’s main responsibility is to act as a liaison between the DJ’s and the staff of CFXU and provide communication to DJ’s through social media such as Facebook, Twitter and emails.

**Responsibilities:**

The DJ Society Presidents are responsible for:

* Relaying concerns of DJ’s to the correct staff members. i.e. If there are technical problems talk to the Production manager.
* Managing the society with the Union.
  + Attend society planning meetings at the start of each term
  + Ensure that the CFXU DJ society maintains its status within the union.
* Plan and organize the CFXU booth at both Society nights.
* Plan and organize DJ gatherings.
* Keep DJ’s up to date with CFXU events
* Using Twitter and Facebook actively to promote events and keep DJ’s informed
* Organize DJ Meet-n-greet information session @ the INN
* Facilitate communications between U Marketing Team when necessary to promote events

**Qualifications and Requirements:**

* Possesses a high degree of initiative
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Willing to work flex hours: 4 hours per week
* Ability to use Facebook and Twitter in an appropriate manner
* Ability to meet deadlines

**Lines of Communication:**

The DJ Society President reports to the Station manager and the Program manager. Works directly with DJ’s and staff to ensure proper communication between all members of the CFXU Community.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods. Twitter and Facebook posts need to be broadcasted whenever deemed necessary by the President and other CFXU staff.

**Salary and Hours:**

A minimum time commitment of 4 Flex Hours per week is required. This

position is paid in honorarium, to be determined by the Board of Directors.

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**Frosh Interns**

**Job Objective:**

Accountable to the Station manager, the Frosh Interns are a part of the CFXU team and are expected to be involved, engage with CFXU staff and DJs and help out with various CFXU tasks.

The Frosh Intern’s main responsibility is to shadow CFXU staff, help out with various CFXU tasks, and act as liaisons to the campus and frosh community.

**Responsibilities:**

The DJ Society Presidents are responsible for:

* Primarily organizing and running the annual Foxy Awards
* Help maintain physical program schedules such as chalk boards, bulletin boards
* Work with the Music Co-ordinator to maintain the physical music archive
* Help promote CFXU and CFXU events (ie. social media, putting up posters)
* Shadow CFXU staff to learn about each position
* Act as liaisons to the campus and frosh community
* Help out with various tasks around the station

**Qualifications and Requirements:**

* Good written and oral communication skills
* Good organizational and interpersonal skills
* High degree of initiative
* Eager to learn and participate
* Willing to work flex hours: 3 hours per week
* Ability to use Facebook and Twitter in an appropriate manner
* Ability to meet deadlines
* Works well in a team environment

**Lines of Communication:**

The Frosh Interns report to the Station manager and the Program manager. Works directly with DJ’s and staff to learn about the functions of CFXU and be CFXU representatives in the campus and frosh communities.

**Special Working Conditions:**

This position requires the successful applicant to be on-call at all hours. They may be

required to work before or after regular office hours or overtime during heavy work

periods. Twitter and Facebook posts need to be broadcasted whenever deemed necessary by CFXU staff.

**Salary and Hours:**

A minimum time commitment of 3 Flex Hours per week is required. This

position is a volunteer position, but honorariums may be allotted, in an amount to be determined by the Board of Directors.

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**Summer Station Manager**

**Job Objective:**

The Summer Station Manager duties run from May 1- August 31, or until the Station

Manager returns, and this position entails managing the radio station in lieu of all other

station positions. The Summer Station Manager is accountable to the incoming Station

Manager.

**Responsibilities:**

The Summer Station Manager:

* Shall take in all mail from record labels and other sources; all CDs must be accounted for and tracked
* Shall answer the phone during tracking hours for record labels and all other inquiries into the station
* Shall review incoming CDs
* Shall update and maintain RadioDJ playlists, ensuring CFXU airs quality music and observing mandated content requirements
* Shall supervise any summer programmers
* Represents the organization externally and may act as spokesperson
* Shall maintain relationship with VP Communications

**Qualifications and Requirements:**

* Experience in working with campus/community radio
* Excellent written and oral communication skills
* Excellent organizational and interpersonal skills
* Must have a basic understanding of the equipment and policies at CFXU (RadioDJ, archive database, TSG protocols, CRTC regulations, PA system)
* Willing to work flexible hours
* Superior ability to handle many changing and concurrent responsibilities/duties
* Ability to meet deadlines
* Works well in a team environment

**Lines of Communication:**

The Summer Station Manager reports to the Station Manager. This can be facilitated by

sending monthly emails to the Station Manager in an effort to keep him/her updated.

**Special Working Conditions:**

As Summer Station Manager is the only position for the summer, this position entails

making sure that no part of the station is neglected during the four month period. This

position requires the successful applicant to be on-call at all hours. They may be required to work before or after regular office hours, or overtime during heavy work periods.

**Salary and Hours:**

A time commitment of 10 posted office hours per week is required (5 posted, 5 flexible).

This position is paid in an honorarium of $500.

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