

CJSF 90.1 FM

VOLUNTEER POSITION OF PUBLIC RELATIONS COORDINATOR

CJSF Radio 90.1 FM is Burnaby's campus/community radio station. CJSF is volunteer-run and has over 120 members, including a board of directors, four paid staff members, and several volunteer department coordinators. CJSF Radio's programming provides music and cultural programming, information, issues and viewpoints which may be underrepresented or unavailable through other media. See www.cjsf.ca for more information

DEPARTMENT AND POSITION

The Public Relations (PR) Department is responsible for coordinating the promotion of CJSF in an effort to broaden the station's audience and increase visibility on and off campus. The PR Department Coordinator is responsible for coordinating all of CJSF's promotion plans and is the principle contact person for the department. The department is volunteer run. The coordinator reports to the Station Manager and Board of Directors. **This is a volunteer position. However, the coordinator will receive a monthly honorarium of \$190 while the active coordinator.**

GENERAL DUTIES

- coordinate the promotion of CJSF's programming and activities on-campus and off-campus
- direct volunteers involved in the department
- supervise Workstudy assistants (The PR Coordinator will typically have 1-3 workstudy students to assist with these duties)
- develop and produce promotional items (stickers, shirts, brochures) and ensure they are updated and available for giveaway/purchase (we are looking to create a new batch of these soon).
- assist programmers with show promotion
- events
 - work with other groups to co-present events, coordinate effective promotion, manage poster distribution, creatively present the station's banner/display at site of the event, etc.
 - work with staff and Executive Committee of CJSF on special events
 - work with the Arts & Entertainment Coordinator to manage station sponsorship of external events
- media relations
 - write and distribute press releases
 - maintain good working relationship with the Peak, the Georgia Straight, and other local media
- work with the Editor and other staff/volunteers on the bi-monthly publication of Amplify
- maintain an original display on CJSF's Campus Bulletin Board

ADMINISTRATION

- update and maintain a list of varied media contacts (e.g. magazines, newspapers, radio - especially ethnic, non-commercial, and local media)
- manage an annual PR Department budget. *Note: See the Station Manager for details*

REQUIREMENTS

- available to commit to 10 hours per week (office hours must be held during station office hours)
- available to attend general and Executive Committee meetings as a member of the Society

QUALIFICATIONS

- an extremely personable and organised individual
- ability to coordinate and motivate volunteers
- knowledge of effective event management and public relations
- advanced computer skills (graphic design and desktop publishing applications essential)
- experience with non-commercial media, especially CJSF
- budget management skills
- previous volunteer/work experience with non-profit groups preferred

APPOINTMENT:

August 2010 – April 30 2011

APPLICATION DEADLINE:

July 30, 2010

APPLY WITH RESUME AND COVER

Attn: CJSF Radio

TC 216 Simon Fraser University, Burnaby, BC, V5A 1S6

or fax 778.782.3695 or cjsfmgr@sfu.ca

CJSF encourages applications from individuals from traditionally disadvantaged groups including, but not limited to, First Nations, women, queer, persons of colour and immigrants.