

POSITION DESCRIPTION & PERSON SPECIFICATION

Position: Radio One Promotions Manager

Reports to: Radio One Station Manager

Direct reports: N/A

Indirect reports: N/A

Volunteers and Interns: 1 x Promotions Intern

Location: 640 Cumberland Street

Organisation:

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) runs campaigns and represents student views to the University and other external bodies.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

Drawing from the thriving creative cultures surrounding our base in Dunedin's tertiary institution, Radio One is a cultural hub for diversity and creativity, ultimately represented by our on-air programming and local attitude. We playlist approximately 70% New Zealand music content across the station and have an annual intake of approximately 100 student volunteer programmers.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer that values input from all staff.

Position Purpose:

- Responsible for Radio One's on-air, online, and on-ground promotional operations. This includes overseeing all station promotions, giveaways, publicity, marketing, video production (including R1TV), social media, live music events, and on-ground activations, pop-ups, and outside broadcasts. Responsible for developing the station's Digital Content Strategy and facilitating and coordinating the implementation of all advertising campaigns between the station and its sponsors and commercial clients (such as advertising campaigns and ONECARD Discounters).

Areas of Responsibility

Area	Expected Outputs
<p>People management</p>	<ul style="list-style-type: none"> • Responsible for ensuring all Radio One staff, programme makers, and volunteers are briefed on station promotions, marketing, and advertising campaigns. • Coordinating all station staff and volunteers for Radio One's outside activations and events.
<p>Financial Management</p>	<ul style="list-style-type: none"> • Assist the Station Manager with the writing of budget lines for Radio One's regular and annual live music events • Responsible for the use of promotion budget lines for social media marketing, and ancillary advertising opportunities. • Utilising volunteer budget lines for regular/annual volunteer/staff functions and on-ground promotions and activations.
<p>General Tasks</p>	<ul style="list-style-type: none"> • To develop and implement Radio One's Digital Content Strategy. • Regularly post relevant content across Radio One's online platforms (social media i.e. Facebook, Twitter, Instagram) • Facilitate the implementation of commercial advertising campaigns on-air, online, and on the ground via station activations and live broadcasts through direct liaison with Planet Media's sales and account managers. • Working with the Programme Director to promote all broadcast station content, including on air interviews with musicians, politicians, comedians, touring artists, industry figures and more. • Work alongside the Digital Content Editor to help promote the Radio One News Programme across our digital channels. • Keep an ear on Radio One at all times to monitor DJ adlibs and promotions, and to review logger files to send to clients. • Coordinate on-air, social media, and on-ground giveaways. • To oversee and manage the production, filming editing, and publishing of R1TV video content across digital channels. • Keep Radio One's website and social traffic updated to reflect the current programme, and highlighting recent interviews, promotions, giveaways, DJ profiles, playlists, and on-demand content • Organising all current and upcoming Radio One live music events: liaising with artists/bands, venues, sound engineers, backline suppliers, and accommodation providers.
<p>Health and Safety</p>	<ul style="list-style-type: none"> • Take personal responsibility for engaging in OUSA's no-harm, health and safety culture • Be familiar with the hazard register for the work area that you work in

	<ul style="list-style-type: none"> • Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register • Be familiar with the location of first aid kits and qualified first aiders in the Association • Be familiar with and adhere to any health and safety plans • Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in, and notify the Departmental Manager of these • Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community
Delegated authorities	<ul style="list-style-type: none"> • NA

Personal Attributes

Working Collaboratively	<ul style="list-style-type: none"> • Ability to build and maintain professional and productive relationships • Ability to relate to a diverse range of people • Excellent written and oral communication skills • Communicates positively with colleagues across the OUSA to ensure a strong collegial culture within OUSA
Organisation	<ul style="list-style-type: none"> • Manages self, resources and workload to meet timelines • Is organised and keeps all files and documents in order • Ability to work independently and as part of the team • Ability to recognise when issues need to be escalated to the Departmental Manager
Change	<ul style="list-style-type: none"> • Is flexible and resilient to meet the ever changing needs of the OUSA
Problem Solving	<ul style="list-style-type: none"> • Anticipates problems and proactively resolves them in an appropriate manner, escalating issues to the Departmental Manager when appropriate

Qualifications and Experience

- 3 years tertiary education, preferably in Media, Arts or Humanities
- Sales and promotion experience
- 2 Years staff or volunteer coordination
- Extensive, or similar, live radio broadcast and interviewing experience
- A thorough understanding of online and social media requirements and opportunities