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| MSU-logo-2001 | JOB DESCRIPTIONFull Time StaffStudent Opportunity Staff |

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| **Position Title:** | **CFMU Community Outreach Coordinator** |
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| **Term of Office:** | May 1 to April 30 |
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| **Supervisor:** | CFMU Program Director and CFMU Administrative Director |
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| **Remuneration:** | Refer to MSU Employment Policy for Full Time Employees |
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| **Hours of Work:** | 35 hours per week |

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| **General Scope of Duties** |
| The Community Outreach Coordinator will cover McMaster, MSU and surrounding events to develop stories for CFMU and raise awareness of CFMU the greater McMaster and surrounding community. In addition, when time permits the Community Outreach Coordinator will undertake marketing initiatives to continually raise the profile of CFMU. |

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| **Major Duties and Responsibilities** |
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| **Category** | **Percent** | **Specifics** |
| Community Information & Events Function  | 40% | 1. **Interview & PSA coordination (incoming)**

The COC (Community Outreach Coordinator) would be responsible for going through the requests for interviews, public service announcements, etc., and setting up suitable interviews to promote, especially charity events, community events, educational events, arts events, etc, both on and off campus1. **Interview & PSA coordination (outgoing)**

The COC would be responsible for searching out community events, via news outlets, websites, etc., for which we have not been contacted. They will actively approach these organizations/groups/persons and suggest interviews, public service announcements, etc., and set up suitable interviews to promote, especially charity events, community events, educational events, arts events, etc, both on and off campus1. **Off-premises reporting**

The COC would, in certain circumstances, make themselves available to attend press conferences, public meetings and lectures, especially when these events involve civic, provincial and federal politics, civic announcements, university announcements, charity events, community events, educational events, arts events, etc, both on and off campus. All of the above will be presented in three different fashions - radio, blog, and video. The COC produces and hosts Morningfile, the daily newsmagazine; maintains the CFMU blog; and produces what video content we are currently producing through the news department (currently this means the segment 60 Seconds with Ninety-Three) |
| Advertising & Promotions Function  | 35% | 1. **Promotions**

When possible, attend community/campus events as a person who can answer questions and be a visible presence for 93.3 CFMU. This would also overlap with work above (see **1 (c)**)**.** Social Media – actively participate in social media (e.g. Facebook, Twitter, Instagram) to promote CFMU. Include MSU related updates to inform students and community listeners of daily station highlights. This includes specialty programming, ticket giveaways, and station related events. 1. **Advertising**

Seek advertising and co-sponsorship opportunities especially as they relate to small, independent local business, McMaster/MSU community members and local not for profits that CFMU could help support. 1. **Outreach**

By doing the above (sections a and b) the COC promotes CFMU as a news and public service announcement outlet, thus expanding our presence in the community. |
| Volunteer Coordination Function  | 15% | 1. **Clerical & Promotional**

The role would liaison with volunteers regarding potential interviews, event coverage, etc. The COC would also try to enlist volunteers to help with community events (e.g. putting together a CFMU team for the AIDS Walk, enlisting volunteers to help at Supercrawl etc.)1. **Information**

The COC would assist the Program Director in disseminating information to volunteers via email, telephone, or in person. This would largely revolve around times when the volunteers are needed at semiannual meetings, out in the community (fundraising, community events such as Supercrawl, etc.) or if there is work needed around the station. |
| Other  | 10% | 1. **Training**
2. **On-air coverage**

The COC would be responsible for training any volunteers that may wish to work under his/her purview.  |

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| **Knowledge, Skills and Abilities** |
| * Interpersonal skills required to be able to interact effectively with individuals in a variety of roles, as contact with individuals, groups, and agencies is ongoing (i.e. staff, peers, students, government agencies, community members, and other external sources)
* Analytical and problem-solving skills required for both technical and interpersonal problems
* Willingness to learn about and understand the cultural and political subtleties of the various multicultural groups which rely on CFMU
* Willingness to learn about and understanding of radio program production, broadcast journalism and media relations
* Volunteer management skills required to train, encourage and retain a large and diverse group of volunteers to work within the regulations and time slots
* Training skills to teach volunteers how to use broadcast equipment
* Ability to be trained on broadcast studio equipment, production studio equipment and computer software such as the network, Wavelab, Excel, etc.
* Must be able to work cooperatively in a team environment consisting of the Board of Directors, Administrative Director, Program Director, students, grant staff, and volunteers
* Knowledge of camera and digital editing equipment is an asset. Comfortable shooting video and solid understanding of photo and video editing software along with uploading, meta-tagging and technical protocols (encoding and compression). Broad understanding of lighting techniques, set design and frame composition.
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| **Effort & Responsibility** |
| * Organizational skills required to set and achieve priorities for a diverse organization, to come to understand the campus and community entities with which they will work
* Decisions must often be made quickly under varying circumstances
* Must be observant, be able to spot problems and refer them to the appropriate authority
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| **Working Conditions** |
| * Must be able to exercise flexible working hours and fulfill additional time requirements as needed.
* Nature of the position requires multiple demands to be addressed simultaneously
* Must work in an environment of constant change
* Must work in an active environment
* Must be willing to travel
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| **Training and Experience** |
| * Recent McMaster graduate
* Experience in marketing, promotions, publicity ideal
* Experience in not-for-profit entities, community or campus groups ideal
* Experience in journalism and/or writing would be beneficial but not mandatory
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| **Equipment** |
| * Personal computer, photocopier, fax machine, etc
* Radio broadcast and production equipment
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