

SCAN/Connector Application Instructions / Job Description

Public Relations Director

Qualifications: Applicants must be a current SCAD student in good standing. Previous experience with Student Media is desired, but not required.

Deadline: Completed applications must be e-mailed in .pdf format to editor@scadconnector.com by 5 p.m. on March 20, 2021. Applications turned in after the deadline will not be considered.

Additional application materials: Applicants are required to submit at least two writing samples, preferably articles previously published in The Connector, SCAN or other publication, or writing assignments prepared for class. These submissions should illustrate the best work the applicant has done and why they would be best for this position. Applicants should also submit a cover letter detailing credentials and what they will bring to the job, a résumé, one professional reference, and respond to these short answer questions:

- What do you want to get out of your involvement in Student Media?
- Managing deadlines can be challenging with school. How will you deal with the requirements of your job along with your coursework?
- How do you plan to improve The Connector and SCAN's presence on social media?

Interviews

Interview times will be assigned after applications are turned in.

Job Description:

General:

- Report directly to editor-in-chief.
- Work with section editors to recruit writers, designers, photographers, illustrators.
- Act as liaison with other student groups and organizations on campus.
- Manages Connector/SCAN's social networking assets, including Facebook, Twitter and other accounts. Assists in moderating comments on Connector posts.
- Use social networks to promote content and events.
- Prepare kits for student media events; keep lockers stocked with required paraphernalia.
- Coordinate The Connector/SCAN's presence at orientation, Student Media events, SCAD days and other college events. Helps plan Student Media events and attends as many as possible.
- Provide regular promotions for The Connector and SCAN, i.e. Hub slides, flyers, posters.
- Observe all established deadlines.
- Maintain good relationships with local media and art/design community outside of SCAD.

Weekly:

- Attend all regular staff and editorial board meetings.
- Track required staff attendance (two per quarter) at Student Media events.
- Work with promotions/PR staff from other student media (SCAD Atlanta Radio).
- Report Google Analytics updates at weekly meetings.

Quarterly:

- Attend two student media events per quarter (ex: Hub promos, SCAD Days).
- Assist the editor-in-chief in training new staff members.
- Follow production schedule for SCAN release.
- Plan SCAN launch and other events as needed.

Monthly stipend: \$300.