



CiTR Radio 101.9 FM | 233-6138 SUB Blvd. Vancouver, BC V6T 1Z1
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CiTR is hiring an ADVERTISING COORDINATOR

Deadline for applications Friday, October 18, 2013

CiTR 101.9 FM is the broadcasting voice of the University of British Columbia, beginning as a student club in 1937, and gaining not-for-profit status and a place on the FM dial in 1982. Run by the Student Radio Society of UBC, CiTR is a campus-based community radio station, student-driven while serving the larger community. CiTR offers alternative coverage of every genre and perspective, with a mandate to support niche programming and Canadian and local artists. Since 1983, CiTR has also published Disorder Magazine, providing Vancouver's best coverage of the local music scene.

CiTR is a student-run organization that involves students and volunteers in decision making and operations, and is committed to creating a positive, volunteer-friendly atmosphere at the station. The station is funded by student fees, donations and advertising revenue. The Advertising Coordinator will support CiTR's service to listeners, programmers and volunteers by maintaining and growing CiTR's advertising revenue, and will work alongside staff and volunteers to achieve the goals of the station.

Responsibilities:

CiTR's Advertising Coordinator is responsible for generating advertising revenue for CiTR and CiTR's publication, Disorder, and creating positive, healthy and longstanding relationships with local businesses and community organizations. The Advertising Coordinator will manage all advertising clients, and ensure that CiTR is delivering quality and timely service to our partners. This includes:

- Developing and maintaining an advertising strategy for CiTR
- Developing and updating sales materials, websites, and sales pitches
- Researching and testing new forms of advertising, and new revenue-generating partnerships with businesses
- Managing and tracking all advertising clients at CiTR, communicating regularly and soliciting feedback
- Recruiting new advertisers, and building long-term advertising relationships
- Acting as a CiTR ambassador to build relationships with local businesses
- Preparing monthly sales reports and collecting unpaid revenue
- Working with CiTR's staff to ensure ads are produced and delivered as negotiated
- Participating in discussions around sponsorships, public profile, branding and external communications
- Supporting the fundraising activities of the station

The ideal candidate will exhibit the following qualities:

- Excellent oral, written and interpersonal communication skills
- Personable, friendly and professional with a knack for sales, networking and negotiation

- Ability to work well with a wide variety of people in a busy work environment
- Flexible work hours, including a combination of office hours and in-person meetings
- Excellent time management, personal initiative and problem-solving skills
- Proven ability to work with diverse communities
- An understanding of not-for-profit organizations and community media

The Student Radio Society of the University of British Columbia is an equal opportunity employer that encourages applicants from under-represented groups.

Hours: 20 hours/week

Wage: \$15/hour + sales bonuses if goals are exceeded

To apply, send a resume and cover letter to Brenda, CiTR Station Manager, at stationmanager@citr.ca.

Deadline for applications is Friday, October 18th at noon.