



# CTV Promotions Director

*Rocky Mountain Student Media Corporation is committed to increasing the diversity of our staff and providing a culturally responsive work environment. We encourage applications from people of all backgrounds and abilities. While RMSMC is an independent corporation from the University, we embrace Colorado State's Principles of Community to guide us in our educational mission. We look to provide CSU students with hands-on, real world training to develop the skills needed for successful post-college careers while also delivering news, entertainment, and engaging content to the CSU and Fort Collins communities For a full EOE and DEI statement (and for other corporate info) visit: <https://rmsmc.com/documents/>*

**Description:** The Promotions Director is a leader who oversees the various CTV social media accounts and promotes CTV to the campus at large (tabling, talking to classes, posting signage, etc.). The director is enthusiastic about building a strong and dedicated audience across all platforms and is able to manage others in order to accomplish engagement-driven goals.

## **An ideal candidate has the following traits:**

- Critically thinks about social media presence and increasing viewership.
- Strong understanding of the most effective social media practices across platforms; preference to candidates who have previously taken Social Media Management.
- Thinks ahead and plans for success of the station.
- Understands the importance of working outside of business hours to respond to breaking news.
- Effective communication skills and an ability to make decisions under pressure.
- Strong understanding of journalistic ethics, AP Style and their application to crafting social media messages.
- Responsive to newsworthy events and prioritizes timeliness.
- Prioritizes teamwork to maintain an inclusive and professional culture.
- Open to finding new ways to engage audiences by utilizing platform-specific functions.
- Willing to reach out and communicate to students, professors, and the university at large.
- Able to create eye-catching graphics for social media

## **Main Responsibilities:**

- Handles media requests and ensures the YouTube channel is organized, separate show segments are posted, and videos are edited to the highest possible quality.
- Plans social media posts in advance to promote CTV content.
- Creates behind-the-scenes content to promote the live shows and on-air personalities.
- Live updates on Instagram and photograph newsworthy events, such as the ASCSU debates.
- Plans for multimedia coverage and communicates with the Executive Producer to maintain an engaging visual presence.
- Collects analytics to present at the weekly management meetings to communicate effectively with the management team.

- Work with anchors and department directors for creative social media content and social media takeovers for games, news events, and/or behind the scenes.
- Helps to promote CTV through outreach by engaging with students and the broader CSU community.
- Assists in tabling and other efforts to pull new volunteers into CTV.
- Attends weekly shows.

**Time Commitment:** Must be able to attend at least two of the shows weekly from 6:30 p.m. until the show is uploaded to YouTube and scheduled on the server. Must be able to attend an hour meeting once a week with the rest of the management team. Overall, must be able to commit 8 hours a week.

**Compensation:** Compensation will be \$15 per hour. Employees are encouraged to apply for University work study. Employee Benefit information through Colorado State can be found on HR's Website: <https://hr.colostate.edu/current-employees/benefits/>. Colorado State University may conduct background checks on all final candidates. If the employee does not qualify for need-based work-study, they may be asked to apply for Non-need Work Study. Colorado State University may conduct background checks on final candidates. Employee benefit information can be found on HR's Website at <https://hr.colostate.edu/current-employees/benefits/>

**To apply:** Submit a resume, cover letter, three relevant video samples, and short 3-5 slide presentation of your big ideas for CTV to [ctv@collegiantv.com](mailto:ctv@collegiantv.com) with the subject line: "CTV 2024-2025 Application: Media Director." The priority deadline is 5 p.m. on April 19 but the position is open until filled. Be prepared to answer questions regarding the attributes and responsibilities listed above.

For more information about CTV or questions regarding the positions, please contact either/or:

- Bailey Borkowski - Executive Producer
  - [ctv@collegiantv.com](mailto:ctv@collegiantv.com)
- Adam Carlson - Program Director
  - [adam.g.carlson@gmail.com](mailto:adam.g.carlson@gmail.com)