

# SCADDISTRICT.COM

## Marketing Coordinator – Winter 2017 Agreement

District's Marketing Coordinator is the publication's chief entrepreneurial officer, recruiter and innovation promoter. The successful candidate will push the staff to produce innovative and unexpected content. The Marketing Coordinator will help editors produce content that is engaging to audiences not currently exploited by District's line-up of publications. This position seeks to drive staff meetings and story pitches to be creative and more multimedia-driven.

Specifically, the Marketing Coordinator will achieve the following benchmarks in Winter Quarter:

- Coordinate with each editor and/or coordinator on planning promotional campaigns and report to the adviser and Editor-in-Chief.
- Work with the Editor-in-Chief and Chief Assignment Editor to refine and plan in-depth story projects, such as columns, long-form and multimedia stories.
- Plan for the marketing campaigns for Port City Review and District.
- Establish and further polish, with the Creative Director, District's brand identity.
- Work at least 6 hours in the Student Media Center each week. Absences should be requested at least 8 hours prior to shift. The schedule should be posted within the first week of the quarter.
- Effectively use office hours to produce and edit work.
- Work in tandem with the Social Media Director, Creative Director, Video and Photo Editors to produce content tailored toward District's social media platforms.
- Recruit staff through at least one classroom visit or similar marketing event.
- Effectively communicate with staff and plans well in advance.
- Attend staff meetings on Sunday at 4 p.m. and Wednesday at 8 p.m. Planned absences should be announced at least 8 hours prior to the meeting.
- Check staff and student email accounts and replies within 12 hours.
- Collaborate, brainstorm, pitch and help produce creative multimedia content.
- Perform other duties as assigned by District Editor in Chief or District adviser.

## HOW TO APPLY

Applicants must be students actively enrolled at the Savannah campus in Winter 2017. To apply, students should submit a resume, completed application, cover letter and either a portfolio or three relevant work samples to [scaddistrict.com/apply2017](http://scaddistrict.com/apply2017) or via email to [editor@scaddistrict.com](mailto:editor@scaddistrict.com)

The deadline to apply is 5 p.m. Wednesday, January 18, 2017. Interviews will be conducted on the following week. For any questions please contact the advisor at [acrisp@scad.edu](mailto:acrisp@scad.edu)

SEE APPLICATION FORM BELOW

Submit completed applications to [editor@scaddistrict.com](mailto:editor@scaddistrict.com) by 5 p.m., Jan 18, 2016.

Include a resumé, this completed application and either a portfolio or three work samples (or links to samples of work.)

Please thoroughly proofread your application and resume before submitting the files. Submissions with grammatical and typographical errors may not be considered.

[scaddistrict.com](http://scaddistrict.com)  
[scadhoneydriper.com](http://scadhoneydriper.com)  
[scadmanor.com](http://scadmanor.com)  
[theportcityreview.com](http://theportcityreview.com)

# Editorial Position

Name .....

Major ..... Graduation Month and Year .....

Portfolio URL (if applicable) .....

Email ..... Phone Number .....

Position sought       Copy Editor       Marketing Coordinator

Why are you a good fit for this position? .....

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