



Marketing Manager – Spring 2020

The Marketing Manager is the vibrant, well-organized and prolific voice behind all of District's social media streams: Facebook, Twitter, and Instagram. This person schedules social media posts and replies quickly to messages and inquiries. In short, the Marketing Manager's strategies should increase District's web traffic and presence on campus.

Specifically, the Marketing Manager will achieve the following benchmarks during their term:

- Work 4 hours per week curating social media posts.
- Maintain a social media calendar of planned posts.
- **Attend events** and live stream video and photos of events.
- **Collaborate, brainstorm, pitch and help produce creative multimedia content.**
- Work in tandem with the Graphic Designer to elevate District's brand.
- Post stories daily on the following accounts: Facebook, Instagram, Twitter. Use proper grammar, punctuation and hashtags in all posts.
- **Track engagement** and share monthly reports with the Editorial Board and the adviser.
- Use Hootsuite or a program similar to schedule posts.
- **Constantly encourage readership** of District with every social media post.
- **Recruit** staff through at least one classroom visit or similar marketing event per quarter.
- Effectively communicate with staff. Check staff and student email accounts and reply within 12 hours.
- Attend staff meetings on Sunday and Wednesday and an editor meeting once a week. Planned absences should be announced at least 8 hours prior to the meeting.
- 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 Spring 2020. To apply, students should submit a resume, completed application, cover letter and 3 relevant portfolio samples to editor@scaddistrict.com or in person at the Student Media Center on the ground floor of Oglethorpe House. The deadline to apply is 5 p.m. Friday, February 28, 2020. Interviews will be conducted between March 2 and March 6. The positions begin Monday, March 23, 2020. For more information, contact the adviser at acrisp@scad.edu.

COMPENSATION

This position is eligible for a monthly stipend. The stipend does not constitute employment, and student editors are not considered SCAD employees.

District

THE STUDENT VOICE OF SCAD

EDITORIAL POSITION

Name: _____ Date: _____

Position sought: _____

Local Address: _____

E-mail: _____@student.scad.edu Phone: _____

Major: _____ Cumulative GPA: _____ Year of study: _____

Are you a member of a SCAD Student Media organization (The Manor, District, SCAD Radio, et al.)?
If so, explain your role and your contributions to the publication.

Why are you a good fit for this position? Please elaborate on any particular skills or experience that particularly qualify you for this role.

Include the following with your application:

- Completed Application
- Cover letter detailing your credentials, explaining why you are seeking the position and what you will bring to the job.
- Resume

Email the completed application in PDF format to editor@scaddistrict.com. Applications are due no later than 5 p.m. February 28.