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www.ncra.ca

Overview:

The National Campus and Community Radio Association/ l'Association nationale des radios étudiantes et communautaires (NCRA/ANREC) is a not-for-profit group committed to volunteer-driven, non-profit, community-oriented radio across Canada.

We help campus and community radio stations get and stay on-air, help amplify underrepresented voices, foster and celebrate compelling local grassroots radio, and connect stations so they can share their best ideas and better serve their communities. We currently represent more than 99 members, from CHMR-FM in St. John's, NF to CICK-FM in Smithers, BC.

We are seeking a full-time Marketing & Outreach Coordinator. Based in Ottawa (180 Metcalfe Street), the Marketing & Outreach Coordinator will work with and report to the NCRA/ANREC Executive Director. This is a one year contract with possible renewal for six months or beyond, dependent on funding and performance.

The goal of this position is to support the NCRA in marketing campus and community radio to the general listening public, and expand on our national services around programming and music for our members. The role will consist mainly of developing and executing a marketing plan and launching and managing social media platforms to highlight the work our members do, and increase knowledge of the campus/community NFP radio sector.

Key Responsibilities

- Overseeing the daily logistics of sector promotion and enhancement and the training, supervision and evaluation of volunteers (if applicable).
- Connecting to other organizations around awareness, marketing and outreach opportunities.
- Determines the style of promotional announcements based on marketing and branding objectives.
- Developing press releases, national news stories around sector involvement and public service announcements as required.
- Raising awareness of NCRA operations and its members programming & services and engaging current & new audiences through the strategic use of social media.
- Recommends recourse necessary for each project and when approved, exercises full budgetary authority and accountability.
- Create an on-going system which is documented and easily managed over time.
- Developing policy and support documentation around marketing and outreach.
- Organizing special events and special programming, as required.
- Liaising with member and non-member around marketing and outreach.
- Special project based work from time to time.
- Delivers the required promotional material on time and within the resources allocated.

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Qualifications:

- Education in Marketing or Communications preferred (Business, Public Relations etc. accepted)
- Skills in community outreach, public education, communications and/or member services
- A working understanding of broadcast regulations is an asset.
- Work or volunteer experience at one or more campus or community radio station in Canada is an asset.
- Experience with anti-oppression work is an asset.
- Proven track record of achieving and exceeding goals.
- Highly organized and able to multi-task in an extremely fast paced environment.
- Bilingualism in written and spoken French and English is ideal.

Partnership:

This position is in partnership with the Community Radio Fund of Canada and the Ottawa-Cornwall Career Focus Program. Applicants must meet the following eligibility requirements:

- Between the ages of 15 and 30 (inclusive).
- A post-secondary graduate, graduated within the past two years from or who lives in Ottawa/Cornwall area.
- Out of school.
- Canadian Citizen, Permanent Resident, or an individual who has been granted refugee status.
- Legally entitled to work in Canada.
- Looking for employment in the field from which they have graduated from.
- Have no previous paid work experience in the field.
- Are not receiving (EI) Employment Insurance benefits.

Wage: \$20/hour for 35hours/week for one year + three weeks paid vacation.

Start Date: April 1 2017

How To Apply:

The NCRA/ANREC, in accordance with its Statement of Principles, encourages applications from under-represented communities, including women, Native peoples, people of colour, lesbians and gays, people with physical and mental disabilities, people living with HIV/AIDS, and people whose age, education, or economic status may be a barrier to employment. The NCRA/ANREC does not discriminate on the basis of race, sexual orientation, religion, age, ability, or class.

Please submit via Fitzii by **end of day February 28, 2017:** <https://www.fitzii.com/apply/14662>

Applications through e-mail, mail or fax will not be accepted.

Everyone is thanked for applying; however, only those selected for an interview will be contacted

Barry Rooke - Executive Director NCRA