

# **SUBCITY RADIO**

## **TEAM POSITIONS**

**2010/2011**



**[SUBCITY.ORG/JOBS](http://SUBCITY.ORG/JOBS)**

All the positions in this document are voluntary positions for 1 year. No experience is necessary (except when stated in job description). Time commitments vary for each position, as such more than one person may share a role to spread the workload. It is preferred that candidates are Glasgow University students, but by no means essential. All successful applicants will begin their roles on 14th June 2010.

## HOW TO APPLY

Applications for all team positions should be made by email to [jobs@subcity.org](mailto:jobs@subcity.org), a short statement and any relevant info is enough, although CVs, detailed ideas and proposals are also welcome. Short-listed applicants will normally be asked to attend a short interview. It may take several weeks to receive a response to your application.

## CLOSING DATES FOR APPLICATIONS

Station Manager - **26TH APRIL**

On Air Manager, Off Air Manager - **30TH APRIL**

Press Officers, Head of Advertising, Designer, Head of Technical, Webmaster - **10TH MAY**

All Other Positions - **22ND MAY**

## GENERAL RESPONSIBILITIES

In addition to the individual job descriptions overleaf, these general responsibilities apply to all team members:

- \* attend the weekly team meeting
- \* encourage new contributors to get involved
- \* report to the team on progress in your area of the station on a weekly basis
- \* use the Subcity forum to maximise communication with the team and the rest of the station
- \* help out with running events on the night
- \* promote Subcity events and broadcasts - flyering and postering, web PR etc
- \* help with training
- \* listen to the station
- \* fill in show reaction sheets
- \* maintain a safe and clean working environment

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## OTHER CONTRIBUTOR ROLES:

These roles will be open for applicants once the new team has been formed and more info on how to apply will be announced from June onwards.

\* Presenter

\* Producer

\* Podcaster

\* Journalist

\* Photographer

\* Technician

\* Reviewer

\* Promoter

\* Visual Artist

\* Web Developer

The most important aspect of these roles is creating and managing a team to support your work. All candidates are expected to have a good working knowledge of the station and its management procedures. Candidates for the executive positions should submit a more detailed proposal outlining their plans for the year.

## **STATION MANAGER**

Responsible for the direction, content and output of Subcity as a whole. Ensures communication between all members and committee roles and is the first point of contact and delegation.

- \* Ensuring Subcity operates within the guidelines set out by Ofcom.
- \* Maintaining good relationships with other heads of media and resolving any issues with the VP (Media & Communications) and SRC Permanent Secretary.
- \* Liaising with VP (Media & Communications) and SRC Permanent Secretary on legal and financial matters.
- \* Liaise with the VP (Media & Communications) and SRC Permanent Secretary to ensure there are no breaches of the SRC Equal Opportunities Policy.
- \* Ensuring Subcity encourages the involvement of students in the station e.g. through presence at Freshers Week and regular contributor meetings.
- \* Keeping the station in a healthy financial status.
- \* Maintaining good relationships between contributors and the SRC as a whole

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Excellent time management skills.
- \* Controlled temperament.
- \* Excellent inter-personal skills.

## **3 BEST THINGS ABOUT THE JOB**

- \* You get to be at the centre of all of the good positive things that the station achieves.
- \* The job is varied and very rarely stays the same.
- \* You get to meet a lot of very interesting people.

## **3 WORST THINGS ABOUT THE JOB**

- \* Taking responsibility for problems that cannot be foreseen and aren't your fault.
- \* Recruiting a team and maintaining a team of conflicting skills and personalities.
- \* Dealing with university bureaucracy.

## **ON AIR MANAGER**

Responsible for the on air areas of the station: the On Air Manager will ensure that the broadcast and music contributors are all given adequate support, and provide a point of contact to deal with any broadcast-related issues that might arise. The On Air Manager is the line manager for: Head of Programmes, Head of Producers, Head of Live Music, Record Label Liaison, Music Team Manager, Head of Music Podcasting, Head of Audio Imaging, Head of Current Affairs, Head of Advertising, and Features Editor.

- \* Organising all presenter and producer training in conjunction with the head of training and relevant on air departments.
- \* Maintaining and directing the station's on air branding and ensuring consistency in the sound of the station.
- \* Taking overall responsibility for the on air departments.
- \* Assisting the on air departments in running their departments.
- \* Help in directing the improvement of the on air departments.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Good managerial skills.
- \* Good inter-personal skills.
- \* Ability to motivate a team.

## **3 BEST THINGS ABOUT THE JOB**

- \* Limited day to day tasks allowing you to look into special projects and station policy.
- \* Opportunity to work with contributors across all departments.
- \* Influencing how the station is run.

## **3 WORST THINGS ABOUT THE JOB**

- \* Supporting areas you may not have a particular interest in.
- \* Greater responsibility for actions taken by others that you could not control.
- \* Less hands-on than the lower positions.

## OFF AIR MANAGER

Responsible for all off air departments. They must ensure the off air departments run smoothly and provide necessary support. The Off Air Manager is the line manager for: Head of Events, Head of Promotion, Press Officer (Analogue), Press Officer (Digital), Technical Manager, Head of Training and Development, IT Systems Manager, Webmaster, Archivist, and the Designer.

- \* Ensuring all off air branding is of a high standard and consistent with on air branding.
- \* Overall responsibility for the off air departments.
- \* Making and maintaining deadlines for the year, especially with events.
- \* Making sure that off air operations are geared towards enhancing the broadcast, i.e. fundraising, profile raising, and providing on air content.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Experience in some or most of the areas which you would be in charge of.
- \* Managerial skills.
- \* A business-like attitude to run a department that is responsible for the majority of the station's funding.

## 3 BEST THINGS ABOUT THE JOB

- \* You would be managing unique and very high profile events, and a brand that is an integral part of the Glasgow music scene.
- \* Gives you the chance to get involved in everything from PR to technical.
- \* By being part of station management you learn a lot about the running of the station.

## 3 WORST THINGS ABOUT THE JOB

- \* The role is much more an administrative role, ensuring people do their jobs rather than organising the events yourself.
- \* You may have to take an active role in departments you have little experience of.
- \* If you don't stay on top of what's going on and actively participate, you're likely to feel left behind.

The Heads of Music are responsible for finding new music and live acts for the station, throughout the year. They also manage the Music Team, arrange interviews, and podcasts. There are 4 positions available for Head of Music. The division of responsibilities below is for guidance, but these areas can be shared between the Heads of Music as they see fit. If you are interested in a particular area please mention it in your application.

## **LIVE MUSIC**

Primarily in charge of Subcity Sessions - the station's live music show - but also in charge of maintaining a keen eye on current live music throughout Glasgow and beyond, and should become experts in order to assist events, programmes etc. when they need a live band to play.

- \* Scout for new live acts for live sessions and events
- \* Work with Heads of Events to book live acts for Subcity events
- \* Work with Sessions team to maintain its reputation as a flagship show for the station.
- \* Strengthen Subcity's name in the Glasgow live music scene.
- \* Seeking and identifying up and coming successful live music acts, as well as finding bands from a wide range of genres and styles.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* A good knowledge of live music, particularly a passion for unsigned/independent music.
- \* Good inter-personal skills.
- \* A basic knowledge of live music set ups, and how gigs work is helpful.

## **3 BEST THINGS ABOUT THE JOB**

- \* Being deeply involved in the local music scene in Glasgow.
- \* Meeting other people (e.g. promoters, managers) who are involved and passionate about the live music scene.
- \* Getting unique access to see and listen to a huge range of bands from across the city and beyond.

## **3 WORST THINGS ABOUT THE JOB**

- \* Coping with the unreliability of some bands, including last minute pull outs or a change of plans.
- \* Trying to liaise with the Technical team and the bands to ensure that all the necessary equipment is there.
- \* Rejecting and declining offers from bands who wish to play Sessions, but aren't what you are looking for.

## RECORD LABEL LIAISON

Record Label Liaison deal with the promotional companies, bands, managers and record labels who regularly send in their music. They are in charge of distributing this music to the music team for review, as well as passing any music onto shows that may be interested. They should also maintain relationships with current PR companies, as well as seeking new and interesting labels to be added to the list.

- \* Liaise with artists and record labels to secure new music for the station.
- \* Promote and moderate online reviews on subcity.org
- \* Compile a google document for gigs and promo CDs
- \* Coordinate with the Music Team Manager and Head of Music Podcasting to secure exclusive music and content for distribution on subcity.org

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* An ability to see past the hype and false PR blurbs, and seek exciting and original music.
- \* Ability to maintain a consistent editorial tone on the website.
- \* Good organisational skills to deal with a huge range of people on a regular basis.

## 3 BEST THINGS ABOUT THE JOB

- \* You get to secure exclusive content for the station.
- \* Hooking people up with artists they want to interview and record.
- \* Getting first access to the latest releases from independent and major record labels.

## 3 WORST THINGS ABOUT THE JOB

- \* The time constraints and organisational difficulties of staying on top of the huge amount of correspondence.
- \* Appeasing the many record labels, promoters, and bands that will all want coverage and attention from the station.
- \* Trying to constantly chase up promoters for content or interviews.

## **MUSIC TEAM MANAGER**

Responsible for recruiting, and coordinating the members of the music team who put together Subcity's music and interview podcasts and write reviews.

- \* Recruit, manage and maintain contact with the music team.
- \* Arrange music team meetings.
- \* Oversee the Equipment Bookings.
- \* Promote the facilities of the music team to other station contributors.
- \* Arrange interviews with bands, reviews, and gig tickets for music team members.
- \* Work with the head of training to organise training for music team members on good interview technique (both on interview style/structure and technical skills).
- \* Work with the heads of training and technical to organise Marantz training for music team members.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Excellent inter-personal skills.
- \* Good organisational skills.
- \* Previous experience, or a willingness to become proficient, in using recording equipment and editing software.

## **3 BEST THINGS ABOUT THE JOB**

- \* Getting to know the people in one of the most social and creative departments at the station, allowing you to expand your own music tastes and knowledge.
- \* You are at the centre of a lot of content that is available on the website, driving more traffic and new visitors to the website.
- \* Making people's day by getting them that exclusive CD, or interview, or gig ticket they were after.

## **3 WORST THINGS ABOUT THE JOB**

- \* Demanding time commitments.
- \* Trying to enthuse and encourage the music team to produce really good content.
- \* Disappointing members of the music team when you are unable to get them the content they want.

## HEAD OF MUSIC PODCASTING

Responsible for the organisation, production and presentation of the station's music-based podcasts.

- \* Arranging the recording of interviews or sessions to be podcasted, with appropriate communication with members of the technical, production or music teams when necessary.
- \* Performing or delegating the editing of recorded audio.
- \* Establishing and enforcing a cohesive published identity.
- \* Ensuring all podcasts meet quality requirements in aspects of recording, production, branding and content.
- \* Maintaining an up-to-date equipment booking system.
- \* Scheduling to keep the station's music podcasts interesting and active.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Working knowledge of or a willingness to become proficient with Adobe Audition or equivalent
- \* A good understanding of what makes a good podcast and what the listener wants to hear.
- \* Good understanding of the process of music editing and an ability to schedule content around this.

## 3 BEST THINGS ABOUT THE JOB

- \* Putting together a successful, good quality music podcast for people to download.
- \* Being in charge of directing the direction and branding for the music podcasts.
- \* Broadening and expanding your musical knowledge by curating the wide range of diverse musical podcasts.

## 3 WORST THINGS ABOUT THE JOB

- \* Distributing constructive criticism.
- \* Having to spend long periods of time fine-tuning podcasts.
- \* Dealing with different sound technicians, and the problems that can arise.

## HEAD OF PROGRAMMES

Deals with the presenting body, the largest contributor base at the station, builds the schedule, and shapes the broadcast

- \* Hold responsibility for ensuring good communication with presenters and their producers.
- \* Work with Head of PR to produce regular newsletters/updates for all contributors.
- \* Work with station management to resolve disciplinary problems with shows.
- \* Work with Head of PR and Press to advertise for new show applications.
- \* Process show applications, and hold interviews for shows.
- \* Assist Head of Training and Development in creating a training programme for all presenters.
- \* Work with Head of PR and Audio Imaging to develop a strong on-air station identity and ensure presenters are consistently adding positively to the Subcity brand on and off air.
- \* Coordinate the regular monitoring and review of the station's shows.
- \* Advising shows on areas they need to improve on and removing shows from the schedule if necessary.
- \* Adjust the schedule when necessary, (e.g. FM broadcast, exams..) taking into account each shows' performance in the broadcast leading up to it.
- \* Work with Head of Producers to resolve problems with producers or their shows.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Open to all genres of music and hold no musical biases.
- \* Good inter-personal skills.
- \* Excellent organisational and time-management skills.

## 3 BEST THINGS ABOUT THE JOB

- \* You are at the centre of the station's broadcast.
- \* Affords great opportunities to bring ideas outside of regular programming to the air.
- \* Being surrounded by and directly in contact with the various talents and styles at the station.

## 3 WORST THINGS ABOUT THE JOB

- \* Having to deal with complaints from listeners/contributors or telling applicants they're unsuccessful.
- \* It's one of the most time consuming positions at the station.
- \* It can be difficult and frustrating trying to communicate with such a large body of people.

## **PRODUCERS' MANAGER**

Responsible for training producers, dealing with production problems and allocating producers to relevant shows.

- \* Recruit and manage producers for Subcity shows.
- \* Assign producers to shows to ensure that programmes are of a consistently high quality.
- \* Organising shifts producing for shows which require to be produced by Team Members.
- \* Monitor show reaction sheets and report potential problems to Head of Programmes.
- \* Work with Head of Training and Development to ensure appropriate training for producers.
- \* Work with Head of Programmes to ensure presenters are using producers and responding to feedback given.
- \* Keep producers informed and motivated and aware of other opportunities through regular contact both by email and at meetings.
- \* Working with Head of Programmes to resolve issues between producers and presenters.
- \* Maintaining enthusiasm and interest from producers throughout the year.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Excellent organisational skills to organise the producers and make sure that all shows that need a producer have one.
- \* Good communication skills to resolve conflicts, and keep enthusiasm levels high amongst producers.
- \* A great passion for music and an ability to get on with people from a range of different backgrounds.

## **3 BEST THINGS ABOUT THE JOB**

- \* Meeting a huge range of people from all walks of life and giving them first hand radio experience.
- \* Expanding and broadening your knowledge of music through the station's broadcast.
- \* Seeing the success of shows and the broadcast as a whole that have improved through your work.

## **3 WORST THINGS ABOUT THE JOB**

- \* Telling people that they will not be a producer at the station.
- \* Keeping enthusiasm and interest high in the producers, and making sure they do not get disinterested as the year goes on.
- \* Trying to resolve communication problems between presenters and producers and trying to make sure everyone is communicating effectively.

## HEAD OF CURRENT AFFAIRS

Responsible for the station's news team, producing regular podcasts and on air reportage of campus, local, national and international news, alongside documentary programming and special features as appropriate.

- \* Recruit and manage the station's news team.
- \* Identify news stories of importance and interest to the station's listeners.
- \* Maintain professional standards of news reporting in all of the station's news content.
- \* Ensure that the journalistic integrity of the station is preserved.
- \* Work with Head of Training to provide a course in journalistic and editing techniques for contributors to ensure regular high quality news reports and podcasts.
- \* Work with Head of Programmes and Webmaster to arrange appropriate scheduling of news content.
- \* Comply with Ofcom guidelines on news broadcasting and Scottish Law.
- \* See new ways to broaden Subcity's Current Affairs content through regular documentaries and news podcasting.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Leadership and delegation skills.
- \* Ability to find original and interesting content on a consistent basis when breaking news isn't available.
- \* Ability to work intensely under pressure and to a deadline.

## 3 BEST THINGS ABOUT THE JOB

- \* Being part of a team gives you the opportunity to meet a lot of fun, interesting people which makes the odd hours more bearable.
- \* A real sense of achievement when all the time and effort produces an effective final product. Reporting on breaking campus news etc and then seeing people talking about the news you broke.
- \* Great way to learn journalism skills and make useful contacts.

## 3 WORST THINGS ABOUT THE JOB

- \* Keeping people motivated and enthusiastic about a department with very irregular hours.
- \* Reporting breaking news involves a lot of intensive work in a short space of time; everything needs to be dropped until a final product is churned out.
- \* A lot of weeks are slow news weeks, breaking stories (especially around campus) don't happen very often so things can get a bit repetitive/mundane.

## HEAD OF AUDIO IMAGING

Responsible for the on air identity of the station. Maintaining a bank of useful and readily available audio idents for presenters, producers and audio editors to use.

- \* Decide, with station management and Heads of Programmes, Head of Producers, Features Editor, and Music Podcaster on the on-air branding of the station.
- \* Create a set of jingles, idents, sweepers, stings, etc. for day-to-day use on the station. These should be in-keeping with the decided station brand.
- \* Create additional trails, jingles etc. as required throughout the year for specific events/shows.
- \* Monitor the use of audio imaging throughout broadcast and suggest changes to maximise their effectiveness.
- \* Organise vocal recordings when necessary.
- \* Produce and maintain training material for audio editing.
- \* Work with Head of Advertising to create adverts as necessary.

Extra requirements: Audio editing or music production experience and knowledge of at least one of the following editing packages: Adobe Audition (Cool Edit Pro), Bias Peak, ProTools, Ableton Live, or similar, would be a distinct advantage.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* A creative instinct for coming up with unique and original sounding idents.
- \* A keen ear to pick apart an ident and iron out all the creases.
- \* An ability to work to a brief and understand what sound fits which situation.

## 3 BEST THINGS ABOUT THE JOB

- \* It is a relatively relaxed role. There are fewer immediate deadlines, and you can take things more at your own pace compared with other departments.
- \* Coming up with unique and original audio idents and having fun experimenting with different ideas.
- \* Your content will get played on the radio more than anything else we produce, and will be a vital part of Subcity.

## 3 WORST THINGS ABOUT THE JOB

- \* Establishing idents that fit with all Subcity's disparate shows
- \* A great deal of time goes into making one ten second ident.
- \* Occasionally you will be pestered to produce idents at short notice for a special broadcast or podcast.

## **FEATURE COORDINATOR**

Responsible for organising the station's coverage, production and presentation of event-specific features; from Subcity events, to alternative content such as radio plays.

- \* Seek new events and groups that Subcity could cover.
- \* Organise a suitable schedule for the release of feature content.
- \* Work with Music Podcasting, Programmes and Press for suitable outlet for content and effective promotion of the content.
- \* Performing or delegating the editing of recorded audio.
- \* Ensuring all features meet quality requirements in aspects of recording, production, branding and content.
- \* Making sure equipment necessary for recording features is available.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Good organisational skills.
- \* Working knowledge or a willingness to become proficient with Abode Audition or equivalent.
- \* Understanding of what features would interest the diverse listenership of Subcity Radio.

## **3 BEST THINGS ABOUT THE JOB**

- \* As the role is new it gives a free reign to do what you want with the role.
- \* Being involved in some of the most interesting projects both within and outside the station.
- \* Meeting people with a wide range of backgrounds and interests to co-ordinate features.

## **3 WORST THINGS ABOUT THE JOB**

- \* Performing a new role means there is little guidance or remit.
- \* Trying to deal and manage the multiple departments and groups both within and outside Subcity that it takes to put together a feature.
- \* A lot of features you would like to do will fail to come together, or have to be scaled back.

## TECHNICAL MANAGER

Responsible for maintaining the electrical equipment at the station. This involves managing the technical team, as well as liaising with companies to get equipment fixed or hire equipment for events.

- \* Maintain studio, office and broadcast audio equipment to working condition.
- \* Advise the team on new equipment to purchase.
- \* Be first point of contact to rectify studio problems.
- \* Log and respond to issues using the forum.
- \* Spec and organise sound & light setup for events/outside-broadcasts.
- \* Assist shows in live music broadcasts (e.g. set up and mix sound for bands).
- \* Help to train contributors on equipment use.
- \* Work with IT Manager to ensure IT systems in broadcast chain are working.
- \* Work with the Head of Training and Development to ensure equipment is being used to its full potential.
- \* Appoint and manage the technical team
- \* Liaising with Live Music to make sure that between Subcity and the bands playing all necessary equipment is there.
- \* Managing the load in and load out from events.

Extra requirements: Some experience in audio equipment and basic electronics would be expected, but any successful candidate would be able to learn new skills on the job.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Good communication skills to not only manage a team, but also explain technical equipment to those not used to it.
- \* Good organisational skills to stay on top of what equipment Subcity has and what we need to hire at events, sessions etc.
- \* A willingness to be hands on with equipment, from shifting PA, to soldering cables.

## 3 BEST THINGS ABOUT THE JOB

- \* Meeting a wide range of new people/contacts within and outside of Subcity
- \* Getting access to and assist in purchasing of new equipment
- \* Experience can be gained within multiple disciplines- technical, organisational, communication, time management etc.

## 3 WORST THINGS ABOUT THE JOB

- \* Helping people with little technical knowledge to identify problems or required equipment.
- \* Having a budget to stick to (unfortunately we aren't allowed a pair of U87's)
- \* The workload can vary greatly at different points, depending upon studio maintenance and/or upcoming events.

## IT SYSTEMS MANAGER

- \* In charge of maintaining Subcity's computer systems and network. These include: linux broadcast servers providing the live audio stream, logging and listen again service; studio and office machines running OS X; editing machines running Windows XP and team email provision.
- \* The responsibilities of the IT Systems Manager include:
- \* Ensure all Subcity computers are running smoothly, and are up to date with the most appropriate software
- \* Advise team on new software and hardware purchases
- \* Correct any reported faults with IT equipment quickly and try to prevent faults re-occurring
- \* Ensure availability of web streams and meeting the legal requirements of logging the broadcast
- \* Work with SRC IT Coordinator and IT Services to ensure hardware and network faults are corrected swiftly
- \* Coordinate live audio stream from outside broadcasts back to the studio
- \* Work with the Webmaster in maintaining and developing web systems
- \* Ensure the station complies with university IT policy
- \* Extra requirements: A firm grounding in Linux is essential. General software, hardware and networking troubleshooting knowledge and experience with streaming audio would also be helpful.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Linux experience is essential.
- \* General computer troubleshooting knowledge is essential.
- \* Problem solving skills.

## 3 BEST THINGS ABOUT THE JOB

- \* Being responsible for Subcity's mission-critical systems.
- \* Purchasing new hardware & software.
- \* Coordinating outside broadcasts from an IT point of view.

## 3 WORST THINGS ABOUT THE JOB

- \* The job is very much "what you put in, you get out".
- \* Dealing with IT crises.
- \* The frustration of trying to achieve a great deal with limited resources.

## WEBMASTER

- \* Responsible for maintaining and developing Subcity.org. This means coming up with practical solutions to the problems with the Subcity website, as well as developing new ideas to further improve the site.
- \* Ensure content is kept up to date as required by the team.
- \* Continually assess and develop the website to ensure it meets the station's needs.
- \* Work with the designer to ensure the website is in-line with the station's brand.
- \* Ensure the website complies with university web publishing guidelines and wider coding standards (i.e. W3C).
- \* Maintain and moderate the Subcity.org forum, respond to website related questions on the forum.
- \* Ensure the timely publication of contributors' content (podcasts, reviews etc.)
- \* Extra requirements: A firm grounding in XHTML, PHP, CSS is essential. Knowledge of Linux and phpBB would be an advantage.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* A knowledge of web design, XHTML, PHP and CSS
- \* A knowledge of Linux and phpBB
- \* Good problem solving skills to work round issues with the website.

## 3 BEST THINGS ABOUT THE JOB

- \* Being responsible for and developing a high-traffic mission-critical website.
- \* Applying your web design skills to the job and gaining first hand experience of running a widely used website.
- \* The accomplishment of completing something that many people will use.

## 3 WORST THINGS ABOUT THE JOB

- \* There will often be very good ideas that will be impractical to achieve with the resources, which can be disappointing.
- \* Workload can vary a lot, you can have a very busy summer and only maintenance during the academic year.
- \* Being responsible for coordinating everyone involved in developing the website can be a struggle.

## **PRESS OFFICER (ANALOGUE)**

- \* Responsible for maximising press coverage for the station.
- \* Work with Events team, Programmes and station management to write press releases for each Subcity event and broadcast.
- \* Work to gain maximum possible press coverage for the station throughout the year in both student and mainstream media.
- \* Work with the Designer to coordinate press material with other publicity for example arranging photo shoots.
- \* Be the first point of contact for media enquiries.
- \* Maintain good relations with other campus media and maximise on campus coverage of the station.
- \* Help coordinate online PR campaigns with Head of Promotion.
- \* Keep records of and maintain an amiable relationship with existing press contacts.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Excellent inter-personal skills to deal with other people at the station, but also members of press organisations.
- \* Ability to write good press releases that are fit for purpose.
- \* Ability to make and maintain good relations with press organisations.

## **3 BEST THINGS ABOUT THE JOB**

- \* Making useful contacts in numerous press companies.
- \* Meeting and talking to a wide range of people and sharing your passion for the station.
- \* Controlling the voice of the station through the press releases.

## **3 WORST THINGS ABOUT THE JOB**

- \* Having to work to sometimes very strict deadlines.
- \* The frustration of failing to get the coverage you wanted.
- \* Maintaining a coherent and consistent voice that acts as a single identity whilst covering the huge diversity at the station.

See also Press Officer (Digital).

## **PRESS OFFICER (DIGITAL)**

- \* Works as a second in command to the Analogue Press Officer, and is in charge of maximising Subcity's presence on the internet.
- \* Adapt press releases for online distribution
- \* Use Facebook, Twitter, Myspace etc to promote station's broadcast and events.
- \* Work with the Designer to coordinate press material with other publicity for example arranging photo shoots for online use.
- \* Help coordinate online PR campaigns with Head of Promotion
- \* Keep up Subcity's presence on relevant music forums.
- \* Seek out new platforms for Subcity exposure, such as online blogs or music websites.

## **3 KEY SKILLS FOR THE JOB**

- \* Ability to edit someone else's copy for internet use whilst keeping the same voice and style.
- \* Ability to think of numerous different ways to express the same message so that we are not simply repeating content on every website.
- \* The ability to interact with people well via social networking sites.

## **3 BEST THINGS ABOUT THE JOB**

- \* Working as part of a successful press team and seeing your work on numerous websites.
- \* Being the digital face of the media, and getting direct interaction through listeners and contributors via Facebook, Twitter etc.
- \* Finding and contacting a range of interesting music blogs and websites you didn't know about before.

## **3 WORST THINGS ABOUT THE JOB**

- \* Sifting through all the irrelevant or rubbish websites that exist on the internet.
- \* Having to adapt copy for online use at short notice.
- \* Having to constantly repost similar information in a new and interesting fashion.

See also Press Officer (Analogue).

## **HEAD OF PROMOTION**

- \* Works to ensure that events and the broadcast are promoted effectively. This involves managing a team of people and being active in distributing flyers and posters to promote the station.
- \* Work with Events team to plan PR strategy and schedule for each event.
- \* Work with Programmes team to effectively promote the broadcast.
- \* Recruit and manage PR team to assist with PR.
- \* Coordinate flyer and poster runs - people, times, locations, number of flyers/posters etc.
- \* Motivate Subcity team and contributors to promote the events and broadcast.
- \* Train PR team in good promotion techniques.
- \* Ensure effective use of the internet to promote the station (e.g. email, forums, Myspace, Bebo).
- \* Work with press and Design to have a fully co-ordinated PR plan.

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* A constant enthusiasm and energy to make sure you're as good at the end of the night as you were at the beginning.
- \* Superb inter-personal skills to be able to chat to people and get them interested in Subcity in a short space of time.
- \* Passion and enthusiasm for the station, and an ability to ignite that same enthusiasm in the PR team and wider contributor base.

## **3 BEST THINGS ABOUT THE JOB**

- \* Meeting a huge range of people, from not only within Subcity, but also the people you meet whilst out flyering and promoting Subcity across Glasgow.
- \* Seeing people having an amazing time at an event who you convinced to come by your promotional skills.
- \* Being in charge of one of the most successful brands in the Glasgow music scene.

## **3 WORST THINGS ABOUT THE JOB**

- \* Glasgow winters are really cold, and often wet.
- \* Trying to motivate the wider contributors and team to promote events and broadcast, many of whom can be apathetic and unwilling.
- \* Trying to remain enthusiastic when people aren't reacting well to your promotional plans.

## **DESIGNER**

- \* The designer is key to the station's off air and on air brand. They design the flyers, posters and newspaper ads for events and broadcasts, which will be seen city wide.
- \* Create effective designs for all Subcity PR material in keeping with the station's identity.
- \* Work with Head of PR and the webmaster to ensure the brand continuity extends to our online presence.
- \* Design print-ready posters, flyers and newspaper ads for all Subcity events and broadcasts.
- \* Work with the Events Team and Head of Promotion to ensure each night has a strong identity within the overall Subcity brand.
- \* Work to a brief, within time and budget constraints set by the station management.
- \* Extra requirements: Ideal candidate would have good knowledge of designing for print using the Adobe Creative Suite (Photoshop, Illustrator, InDesign).

## **3 KEY SKILLS REQUIRED FOR THE JOB**

- \* Experience of what makes for a successful design.
- \* The ability to work to a brief and come up with designs for a wide range of events and broadcasts.
- \* Good time management to produce designs to schedule.

## **3 BEST THINGS ABOUT THE JOB**

- \* Seeing your design being used by the station and put across the city.
- \* Being at the front of the station's branding and being a key part in the station's promotion.
- \* Getting creative freedom and control to come up with original and eye-catching designs.

## **3 WORST THINGS ABOUT THE JOB**

- \* The Designer is a key role at the station, and often things will need to be done rapidly and with little notice, at less than convenient times.
- \* Working to a brief and trying to consistently come up with original designs for each project.
- \* Having to make quick last minute changes to designs to incorporate a change of prices, sponsorship, a new line up etc.

## HEAD OF EVENTS

- \* Responsible for organising all the events that Subcity puts on. This includes making sure the night is profitable, well run, and promoted well.
- \* Plan a calendar of events for the year with station management.
- \* Come up with fresh ideas for events.
- \* Manage the station's club nights, gigs, bar residencies, to promote the station and to raise money. Seek out new opportunities for the station in these areas.
- \* For each night:
  - \* Decide the line up and book artists.
  - \* Work with PR Team and Designer to ensure event is effectively promoted.
  - \* Work with Advertising Team on securing event sponsorship.
  - \* Liaise with venue and artists to ensure they are kept up-to-date with event details.
  - \* Work closely with station management on financial aspects of the event.
  - \* Organise ticket printing and vendors.
  - \* Stage manage, handle artists and guests, work with Subcity Techs and venue staff on the night.
  - \* Manage guest list in accordance with station policy.
  - \* Coordinate the decor of the night and make sure this fits with the music and promotion.
  - \* Be aware of the history of the station's events in order to know what goes well, and what doesn't.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Excellent organisations skills and budgeting skills.
- \* The ability to keep a cool temperament when things become rushed on the night.
- \* A creative eye to find original ideas to express the station's identity.

## 3 BEST THINGS ABOUT THE JOB

- \* Organising events on a large scale at venues across the city.
- \* Meeting and booking some of the most talented and passionate DJs around.
- \* Seeing a dance floor filled with excited people, loving the night you've organised.

## 3 WORST THINGS ABOUT THE JOB

- \* Dealing with last minute cancellations or changes of plans.
- \* Keeping spirits of the DJs and other station contributors high when an event doesn't go fully to plan.
- \* The difficulties of keeping the events representative of the station's broadcast whilst still putting on a successful night.

### HEAD OF TRAINING AND DEVELOPMENT

- \* Responsible for coordinating training of all contributors across all departments. This includes the training of: presenters, producers, audio editors, technical team etc.
- \* Coordinating the training of presenters, producers and music team in techniques to produce good radio.
- \* Conducting or either finding appropriate people to give training.
- \* Working with the Head of Technical to ensure the studio is being used to its full potential, and that contributors are correctly trained in how to use studio equipment.
- \* Writing and updating training material in conjunction with other team members.
- \* Ensuring training material is available in the studio and on subcity.org.
- \* Providing online support through subcity.org forums and via email for all contributors.
- \* Working with Heads of Programming and Producers' Manager to monitor shows throughout the broadcast, and provide training to address identified weaknesses.
- \* Encouraging presenters to improve and develop their shows throughout the year.
- \* Extra experience required: It would be expected that you would have been involved with Subcity for at least a year, in order to have gained a working knowledge of the station.
- \* Adobe InDesign skills or similar would be a bonus for working on training materials, although this can be learned on the job.

### 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Good communication skills.
- \* Good organisation and an ability to work to deadlines.
- \* Ability and enthusiasm for teaching people.

### 3 BEST THINGS ABOUT THE JOB

- \* The reward of being able to pass on your knowledge to new recruits whose position you were once in, and seeing them go on to make good shows/content/contributions.
- \* Getting to know people from various sections of the station.
- \* You gain a lot of useful experience, the skills used are relevant to many jobs, particularly communication and organisational skills, and the ongoing development aspect.

### 3 WORST THINGS ABOUT THE JOB

- \* The workload varies a lot - it tends to be extremely busy at the start of each academic term and less so later on.
- \* Going through the same training routines several times with different people can get tiring.
- \* Training people can be a difficult thing - no matter how good your teaching abilities, there's always people who won't get it.

## HEAD OF ADVERTISING

- \* Responsible for selling advertising on and off air, and maintaining good working relationships with the station's advertising clients.
- \* Identify and contact potential advertising clients for the station.
- \* Create strategies for advertising that are attractive to our clients.
- \* Maximise income for the station by the effective sale of advertising.
- \* Work with the heads of audio imaging and design to ensure that adverts on the station meet clients' requirements, and are in keeping with the station's identity.
- \* Work with other team members to identify and schedule advertising campaigns.
- \* Think of new and interesting ways to sell advertising space to potential clients.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* A constant enthusiasm and determination to get potential clients interested in the station.
- \* Excellent communication skills to sell advertising space.
- \* A willingness to put in a lot of hours in a short space of time at some points during the year.

## 3 BEST THINGS ABOUT THE JOB

- \* A feeling of accomplishment from successfully raising revenue for the station.
- \* Making interesting and useful contacts from many different companies and organisations.
- \* Developing excellent communication and sales skills.

## 3 WORST THINGS ABOUT THE JOB

- \* Having to keep up enthusiasm levels despite the many rejections you will get.
- \* Dealing with the pressure to achieve sponsorship for certain events and broadcasts.
- \* The job involves an awful lot of work very early on, before getting much less intense for the rest of the year.

## ARCHIVIST

- \* Responsible for cataloging Subcity content from 1995 onwards. Reflecting the continued ethos and progression of the station.
- \* Responsible for the production of archived material (in podcasts, Flickr photos etc.) and ensuring current content is being archived properly.
- \* Producing content from the Subcity archives (establishing and maintaining a consistent 'archive identity').
- \* Arranging and producing content which follows up on material uncovered in the archives.
- \* Maintaining an effective system of cataloging archived content.
- \* Ensuring current content is catalogued and entered into the archive correctly.
- \* Establishing a method to effectively organise, brand and promote archived material.
- \* Working with Features and Music Podcasting to schedule the release and promotion of archive material.
- \* Working with press to effectively promote the archived material.
- \* Tracking down and contacting people related to archive material.
- \* Digitising content, from scanning news clippings to recording from DAT tapes.

## 3 KEY SKILLS REQUIRED FOR THE JOB

- \* Good cataloguing skills.
- \* A passion for Subcity's past and heritage.
- \* An interest in archiving processes and equipment.

## 3 BEST THINGS ABOUT THE JOB

- \* Uncovering hidden gems from Subcity's past and sharing these with the team, contributors and listeners.
- \* Expanding and broadening your knowledge of the station's history hearing the sounds and music created through the years.
- \* Doing a job that is new and therefore allows you to have a real creative drive over how the department is run.

## 3 WORST THINGS ABOUT THE JOB

- \* Having to shift through an awful lot of content is laborious.
- \* It's frustrating trying to create a single identity to cataloguing that has previously been haphazard and done to different standards in multiple methods.
- \* You will spend a large amount of time dealing with old content and materials, some of which you will have little knowledge of or no interest in.