

**WUMS-FM 92.1  
MARKETING  
DIRECTOR  
APPLICATION**



Name: \_\_\_\_\_

Email: \_\_\_\_\_

Classification: \_\_\_\_\_

Major: \_\_\_\_\_

Phone: \_\_\_\_\_ GPA: \_\_\_\_\_

**(Minimum GPA is 2.0)**

Describe the direction you intend to take marketing the station next year if given this position.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have experience with Adobe Audition and/or audio editing? Yes /

No



# WUMS-FM 92.1 MARKETING DIRECTOR APPLICATION



---

Do you have any time constraints other than your class schedule? (EX: another job, extracurricular activities, Greek.)? Please list them below.

---

---

---

---

Problem: Students tend to listen to their phones through AUX inputs and Bluetooth connectivity while driving. How can we convince these people to change this habit into tuning into 92.1 instead?

Briefly outline how you would go about accomplishing this task if assigned to you.

---

---

---

---

---

---

---

---

---

---

# WUMS-FM 92.1 MARKETING DIRECTOR APPLICATION



## Job Description/Responsibilities :

- Required to set weekly goals about how to improve the station and provide updates regarding said goals at the weekly staff meetings
- Must attend weekly staff meetings
- Responsible for boosting overall listener engagement through the use of creative marketing tactics
- Expected to continuously develop a variety of campaigns and strategic plans that aim to engage student and Oxford audiences alike
- Must be able to adequately communicate new ideas and their results when implemented at weekly staff meetings
- Work closely with the station manager to identify and target specific shows or elements of the station that deserve/need added publicity or listener engagement
- Work in the area of recruiting students for DJ and Reporter positions at key points in the school year (before the fall and spring semesters)
- Responsible for staffing and organizing live remotes after they have been sold by the Sales Director
- Manage all Rebel Radio social media accounts