

Radio Laurier Position Description: Public Relations Manager

Job Title: Public Relations Manager

Reports To: Station Manager, Radio Laurier

Position Description: The Public Relations Manager is responsible for the curation of Radio Laurier's social media content. This includes Facebook, Twitter, Snapchat, and Instagram. This manager will create content based upon the style/aesthetic or vision planned out by the Station Manager.

Application: Please include some examples of various companies/social media pages that you believe are strong in content and delivery of the brand's message. Please provide a current critique of Radio Laurier's current social media pages, and what you would implement to improve them.

Responsibilities Include:

- Adhering to the WLUSP Code of Conduct
- Attending all other meetings or conferences as required by the Station Manager
- Hiring, training and managing all Public Relations Assistants
- Updating and maintaining Radio Laurier's social media accounts, including, but not limited to: Facebook, Instagram, Twitter, Snapchat, Spotify, LinkedIn, and TikTok
- Monitoring comments on the Radio Laurier social media accounts
- Facilitating workshops for Web Assistants
- Working with other Radio Laurier members in a respectful and inclusive manner
- Promoting synergy with other departments of WLUSP
- Any other reasonable duties as required by the Station Manager
- When using social media in regards to Radio Laurier or WLUSP, the staff member is expected to conduct themselves in a respectful and professional manner