



WGMU – George Mason University’s Radio Station

General Manager, Sasha Toophanie
4400 University Drive, 2C5 Fairfax, VA 22030



Position Description for: Marketing Director

The Director of Marketing shall perform the duties invested upon him/her by the direction of the General Manager and Program Director of WGMU Radio, the radio station of George Mason University with studios located on the bottom floor of the George W. Johnson Center with offices in Student Union Building II (The Hub) Office of Student Media and with a mailing address of 4400 University Drive MS 2C5 Fairfax, VA 22030. The position of Director of Media Relations is an Executive Staff Level *scholarship paid* position.

The official duties of the Director of Media Relations include, but are not limited to:

- Working with venue promoters to obtain ticket giveaways and maintain relationships.
- Maintaining promotional items for kiosks and GMU events (Spring Preview, Fall Premiere, etc.).
- Coordinates with on and off campus catering to book fundraisers throughout the year.
- Constantly checking WGMU/Mason email for ticket updates, and reporting those updates to GM and PD at weekly staff meetings.
- Managing the WGMU Instagram and Twitter to ensure content is updated.
- Be available to assist at WGMU and/or Student Media related events in which the station is participating in/sponsoring.
- The Director of Marketing may be assigned additional duties as the GM/PD and/or Student Media sees fit within the general realm of his/her duties.
- The Marketing Director is contracted with 10 hours of work per week during the semester.
- In order to receive scholarship payments, Student Media requires students to attend numerous events throughout the semester, including Friday morning meetings, admissions events and Mason events.