

Graduate Assistant Job Description

Rider University

Department: 107.7 The Bronc WRRC-FM

Supervisor Name: John Mozes, General Manager

Job Description: A Graduate Assistant will provide assistance to the general manager with the daily business operations and activities of 107.7 The Bronc WRRC-FM and 107.7 The Bronc Retro WRRC2. Duties and responsibilities include, but are not limited to....

- Developing prospective sponsors and writing advertising proposals
- Executing and submitting client contracts
- Managing and supporting client accounts
- Writing and producing client commercials and PSA's
- Entering and generating invoices; managing revenue
- Assisting in the planning and execution of station contests, events and promotions
- Ensuring FCC compliance, broadcast standards and university policies.
- Oversee training undergraduate students

Assistance in these and other aspects of the radio station, during the academic year, will enable the general manager to focus on developing and expanding station programming further through additional revenue opportunities via more client-based sponsorships and partnerships.

Learning Outcomes:

- Obtain a greater understanding of media and other organizational, team work-based professions.
- Gain real-world experience in daily business operations from administrative procedures to government regulations; listener and student engagement to marketing, advertising and branding.
- Acquire first-hand experience in engaging students within the parameters of student media to facilitate the student learning experience.
- Learn program management, promotion, event planning and assessment skills.
- Secure enhanced written and verbal communication skills.
- Heightened comprehension of the technical aspects of the broadcasting equipment, software and hardware associated with the operation of the radio station.

HR/Payroll Information:

- The 107.7 The Bronc WRRC graduate assistantship is a one-year (fall and spring semester) and up to 20-hour per week position.
- Compensation will be \$15.37/hour
- Compensation will also include six credits per semester.

Qualifications for the position:

- Acceptance into one of Rider University's Master's/Doctoral Programs.

- Ability to work well independently and as part of a team.
- Willingness to work nights and weekends.
- Interest and past experience in broadcasting, advertising and marketing; campus activities programming and student media is strongly preferred.
- Proficiency with PC-based computers, Microsoft Office, Google and other software.

To apply: Submit your resume, cover letter and a letter of recommendation via Handshake.