

Income, Marketing and Public Relations Officer

Main Function:

To increase the overall development of Claremorris Community Radio by increasing total revenues acquired by the station.

Responsibilities to include:

INCOME:

- Researching, identifying, sourcing and applying for funding from State agencies, local authorities, European and Irish grants etc. especially applications for commissioned programming.
- Explore and develop new advertising and sponsorship opportunities. Liaise with existing customers, with groups in conjunction with station staff and members.
- Organise and attend fundraisers, promotions and events.

Marketing and Public Relations:

- Plan, develop and implement Marketing and PR strategies.
- Writing and distributing press releases and devising photo opportunities.
- Maintain social media platforms (Twitter, FB) engaging with social media users.
- Develop contacts and liaise with businesses and community organisations.
- Fostering community relations through organising and attending events such as open days.
- Encourage the recruitment of radio volunteers.
- Help create promotional material, coordinate the fundraising Committee and liaise with the Finance and Budget and S&V committee.
- Exploit our Outside Broadcasting potential with regard to Traded Income and own-brand awareness.
- Undertake to work the non-social hours involved using 'time-in-lieu'.
- Assist in the effective operation of the station.
- Report to, liaise with and accept direction from Station Manager.
- Observe the conditions of your contract.

Claremorris Community Radio CLG, Town Hall Road, Claremorris, Co Mayo EirCode: F12 X4E3

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Claremorris Community Radio is a Company Limited by Guarantee - Board: Pat Keane (Chair), Anne McLoughlin (Secretary), Anni Wilton-Jones, Peter McCallig, Michael McLoughlin, Dolores Keaveney, Anthony McNicholas – Tax Ref No: 9678775B CRO: 388562 RCN: 20166311