

# CSR Committee Elections 2021

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Thank you for your interest in joining the CSR Committee. This document outlines the roles and responsibilities for each position.

**The deadline to submit your manifesto to [manager@csrfm.com](mailto:manager@csrfm.com) is EOP 30th April 2021. Please include the subject “CSR Elections” in your email.**

*Any questions are to be directed to the station manager, at [manager@csrfm.com](mailto:manager@csrfm.com).*

For any role you apply for you **MUST**:

- Give three ideas of what you would do to improve the station in that role.
- Give three ways that you are personally suitable for the role, i.e. what is your past experience in a team, are you creative (Marketing) - what makes you stand out?

If you are REAPPLYING from last year you **MUST** also:

- Give two-three examples of something you achieved in a previous role the year before.

Your manifesto should discuss what you aim to achieve, how you aim to achieve these commitments and what prior experience, knowledge or skills you have obtained in order to help you in this role. **You should not use the manifesto to discuss personal feelings about other societies or discuss attitudes towards other members or institutions associated with CSR. In this instance, your manifesto may be rejected and you may need to re-submit.**

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*Training for each role will be completed by previous heads of departments, and committee members from the appropriate department.*

## Station Manager

- Oversee the day-to-day running of the station, regularly staying in touch with Head of Departments, University Reps and other committee members through monthly team meetings and more regular manager catch ups.
- Liaison with other societies, overseeing student-led initiatives on CSR as well as project management (e.g. podcasts)
- Should stay neutral in discussions and help calm disagreements, if in a debate over the station you feel strongly one way you must give reasons same as other committee members, Station Managers cannot outweigh a committee decision.
- Able to organise and oversee the coordination of training including proficiency in Myriad, Myriad Anywhere, Myriad AutoImporter and point of contact with PSquared Myriad/Broadcast Radio.
- Implementation and maintenance of the newest I.T. Systems and back-end management of Myriad v5.
- Handle sponsorship and promotions relations by liaising with the Marketing Department, local businesses and charitable initiatives facilitated by excellent communication with Kent Union and Kent Union staff.
- Mitigate the impact of COVID-19 on CSR by ensuring that members' experience is not compromised as a result of studio closures and implementation of systems to ensure this, including asset management.

## **Community Rep**

- Will work with the local community to increase promotion and listenership across Canterbury, such as organising to have us play in shops/cafes, etc. and set up partnership. Should work alongside the media team for advertisements.

## **On-Air Manager**

- Should liaise with On-Air Heads and assist/train them in their jobs. Will be required to do some programming to help their Heads. Able to organise trips for team training (must work with Kent Union).

## **Speech Team Leader**

- Speech shows are talking heavy shows, on any topic within radio friendly guidelines, though they can have music.
- Will need to work with the Marketing Team to create and put out ads for show slots/types and to promote current shows.
- Should check in on Speech members regularly to make sure everything is running smoothly and that they are happy. Will need to programme Speech shows weekly, usually between 5-10pm though should discuss with other On-Air Team Leaders if shows need moving around, will also need to work alongside Specialist Team Leader especially.

## **Specialist Team Leader**

- Specialist (Music) are shows dedicated to specific genres of music, can be any within radio friendly guidelines.
- Will need to work with the Marketing Team to create and put out ads for show slots/types and to promote current shows.

- Should check in on Specialist members regularly to make sure everything is running smoothly and that they are happy.
- Will need to programme Specialist shows weekly, usually between 6pm-12 midnight though should discuss with other On-Air Team Leaders if shows need moving around, will also need to work alongside Speech Team Leader especially.

## **Daytime Team Leader**

- Daytime should be a mixture of talking and music, should be upbeat and easy listening to all.
- Will need to work with the Marketing Team to create and put out ads for show slots/types and to promote current shows.
- Should check in on Specialist members regularly to make sure everything is running smoothly and that they are happy.
- Will need to programme Daytime shows weekly, usually between 7am-6pm, though should discuss with other On-Air Team Leaders if other types of shows need moving around into Daytime slots.

## **Weekends Team Leader**

- Weekend shows should aim to be cheery, relaxing and feel good, though presenters can still do whatever they may like and it will follow daytime and speech/specialist formats for shows, though they can be more mixed times on weekends.
- Will need to work with the Marketing Team to create and put out ads for show slots/types and to promote current shows.
- Should check in on Weekend members regularly to make sure everything is running smoothly and that they are happy. Will need to programme Weekend shows weekly, usually between 7am-midnight (On-Air Manager will be helping) though should discuss with other On-Air Team Leaders if other types of shows need moving around.

## **Marketing Manager**

- Should liaise with the Marketing Team and assist/train them in their jobs. Should be checking in weekly.
- Will also be in charge of running marketing campaigns and will need to discuss advertising (and the new prices for 2021) with Kent Union and Station Manager. Able to organise trips for team training (must work with Kent Union).

## **Design Team Leader**

- Will need to oversee and guide, though not take away from individual creativity, the design team.
- Will be able to decide whether more designers are needed. Should be able to also contribute to one or more areas of design.

## **Design Team 3x**

*All roles are open to help the other out if they would like to spread their creative wings in other areas whilst still being able to excel in their own areas. Should keep in mind that Canterbury is a creative student town and should try to express that and their own unique talents.*

**Graphics Designer** - Will create and edit graphics for social media, website and promotional materials, should show great passion for creativity and style.

**Photographer** - Will take and edit artistic shots of Canterbury, CSR members on air and off (with permissions) and other areas (to be discussed with Design Team Leader). Should be able let their creative side run free whilst also being able to produce work that can be aimed at the general public. Work will be used on social media, the website and promotional materials.

**Videographer** - Will create and edit video interviews, videos of presenters and Canterbury (with permissions) for social media, the website and other promotional materials. If using music in any video should check with the Music Team Leader if the station is able to use it. Should be able to show their personal creativity as well as produce content that can be for a general public, this will vary depending on tasks, should discuss with their Team and Team Leader.

## **Website Manager**

- Will need to manage and design the website, alongside the Website Assistant, offering them training and guidance in the role when needed. Will need to stay up to date on leading radio and other media website appearances and trends to keep the station moving forwards.
- Prior experience and competence using Wordpress or HTML5 is essential.

## **Website Assistant**

- Will need to assist the Website Manager in organising, maintaining and possibly designing the website.

## **Social Media Team Leader**

- Oversee Social Media Team, help them when they need it and approve types of content (does not have to be daily) should check our and competitors social channels to stay fresh. Check in on the team weekly.
- Work with the Marketing Manager to promote any CSR competitions or breaking news. Should make sure the social channels reflect student and community life in Canterbury.

## **Social Media Team 3x**

**Facebook** - Update once a day with relevant content. Should be aware of who would be using Facebook and who to target. Will need to be in contact with the design team for graphics, photography and videos.

**Instagram** - Update once a day with relevant content. Should be aware of who would be using Instagram and who to target. Will need to be in contact with the design team for graphics, photography and videos.

**Twitter** - Update once a day with relevant content. Should be aware of who would be using Twitter and who to target. Will need to be in contact with the design team for graphics, photography and videos.

## **Off-Air Manager**

- Should liaise with Off-Air Heads and assist/train them in their jobs. Should do this weekly.
- Will be required to stay up to date on the latest styles and skills their team requires, to pass down through training. Able to organise trips for team training (must work with Kent Union).

## **Production Team Leader**

- Will need to liaise with the Marketing Manager to produce audio content for the station and work alongside the On-Air Manager to implement new jingles for programmes.
- Will need to be able to use DAWs and audio editing software such as Audacity, Adobe Audition and Pro Tools to make promos and radio imaging, full training will be given.

## **Production Team 2x**

- Will be refreshing the day-to-day sound of the station, making sure it keeps up with the times and meets the demands of the target audience. Will also need to make advertisements for clients, sent on by the Marketing Manager.
- Full training for DAWs and audio editing software such as Audacity, Adobe Audition and Pro Tools will be given.

## **News Team Leader**

- Will lead their team in researching both local/national student news and local community news to make short audio bites to be played across the week. Will need to work out set lengths of news bites with On-Air, Off-Air Managers and Station Manager. Could possibly range from 2-5 minutes.

## **News Team (Radio Journalists) 5x**

*Can be both a researcher and presenter, or just one if you would prefer.*

**Researcher** - Will need to research and write up local/national student news, local community news and national/local entertainment news. This will include news on: student union, societies, academics, bursaries/finance, local culture, amazing students, etc.

**Presenter** - Will need to record and edit the news bites to go across the week.

## **Music Team Leader**

- Will upload and create monthly playlists that are targeted towards students, whilst being able to be listened to by the general public, should always include some of the latest tracks.
- Each month's music should be suitable for the season, i.e. June is Summer music and September/October/January could be reflecting a new year/semester for students.
- Should be able to keep up with the latest music trends. Would need to forward on some artists looking for interviews onto the On-Air Heads. Will also need to keep up to date on regulations surrounding music use.
- Will be able to use some material from the Student Radio Association.

## **Music Team 3x**

Will research and listen to music for the monthly playlist, listening out to make sure they are radio friendly edits/clean. Would also need to listen to some music sent into the station. When you have found tracks you know are clean and think would sound great send them over to Music Team Leader to compile into the monthly playlist.

## **Technical Manager**

- Will need to be able to help fix issues with radio tech, ranging from broken headphones to system issues on Myriad. Training will be provided.
- Will need to work with Kent Union and Station Manager to decide on new tech expenses and requirements as well as expenses on fixing. Would need to be available at least a few hours 1-2 days a week.

## **Technical Assistant**

- Will need to be able to help fix issues with radio tech, ranging from broken headphones to system issues on Myriad. Training will be provided. Would be available to help the technical Manager at least a few hours one day a week.