

Operating Policy 2 – Staff Descriptions

1. Purpose

- 1.1 This policy is intended only to be a précis of the job descriptions for each position. The complete job description for full-time positions are maintained by the Board of Directors and access to them must be approved by the Board of Directors. The full job descriptions for part-time positions will be maintained as an appendix within the Policy Manual.

2. Administrative Director

- 2.1 Responsible for all administrative functions of CFMU, including budget development and control, CRTC license renewals and management, supervision of non-programming staff and volunteers, advertising, marketing, promotions, equipment repairs and maintenance and development of policies and procedures relating to station administration. Works with CFMU Program Director in the management and development of the station.

3. Program Director

- 3.1 Responsible for all programming functions of CFMU, including on-air scheduling, volunteer recruitment and training, CRTC license renewals and management, listener complaints, fundraising, supervision of programming staff and development of policies and procedures relating to broadcast quality. Works with CFMU Administrative Director in the management and development of the station.

4. Spoken Word Coordinator

- 4.1 The CFMU Spoken Word Coordinator reports to the Program Director and the Community Outreach Coordinator (COC). In tandem with the COC, the Spoken Word Coordinator is responsible for the development, coordination, and supervision of information-oriented and issue-oriented programming at CFMU;
- 4.2 To assist with news-related interviews and broadcasts, and to ensure that the quality of the program(s) meet CFMU's high standards and Promise of Performance to the Canadian Radio and Telecommunications Commission (CRTC), in conjunction with the Program Director;
- 4.3 To help train all incoming volunteers on the use of the equipment, interview styles, investigative journalism, CRTC regulations, and radio production techniques;
- 4.4 To recruit new volunteers to ensure a steady and productive turnover from one year to the next and to manage a News Team of said volunteers to help CFMU cover issues that matter most to the campus and community;
- 4.5 To participate in fundraising drives and motivate volunteers to participate in fundraising drives.

5. Music Coordinator

- 5.1 The CFMU Music Coordinator reports to the Program Director and is responsible for the development, coordination and supervision of all music-related information, material, programs, and volunteers at CFMU Inc.;
- 5.2 To supervise music-related interviews and broadcasts, and to ensure that the quality of the program(s) meet CFMU's high standards and Promise of Performance to the Canadian Radio and Telecommunications Commission (CRTC);
- 5.3 To catalogue incoming music (digital and CDs-to-digital), contact record company representatives, and maintain the digital record library;
- 5.4 To assist the Program Director in ensuring that all music programs are filled on a daily basis, and that interviews with musicians are scheduled with volunteer programmers;
- 5.5 To assist the Program Director in the training of all incoming music volunteers on the use of the equipment, interview styles, CRTC restrictions and regulations, and radio production techniques;
- 5.6 To recruit new volunteers to ensure a steady and productive turnover from one year to the next and to oversee a Music Committee;
- 5.7 To participate in fundraising drives and to motivate volunteers to participate in fundraising drives.

6. Sports Director

- 6.1 The CFMU Sports Director reports to the Program Director and is responsible for the development, coordination and supervision of sports related programming on CFMU;
- 6.2 To supervise all sports-related interviews, programs, and simulcasts, and to ensure that the quality of the broadcast(s) meet CFMU's high standards of Promise of Performance to the Canadian Radio and Telecommunications Commission (CRTC);
- 6.3 To train all incoming volunteers on the use of the equipment, interview/play-by-play styles, CRTC regulations, and radio production techniques;
- 6.4 To recruit new volunteers to ensure a steady and productive turnover from one year to the next;
- 6.5 To participate in fundraising drives and to motivate volunteers to participate in fundraising drives.

7. Promotions Coordinator

- 7.1 The CFMU Promotions Coordinator reports to the Administrative Director and is responsible for the development, coordination and supervision of all on-campus promotional activities;
- 7.2 Oversees all on-campus promotional events including concerts, on-air contests and fundraising events, in conjunction with the Administrative Director;
- 7.3 Recruits new volunteers for the promotions department. Chairs a regularly scheduled meeting of promotions volunteers;

- 7.4 Increases profile for CFMU through contact with the media, and publicity vehicles available through the University and the McMaster Students Union;
- 7.5 Designs printed materials such as posters and advertisements;
- 7.6 Assists full-time staff with off-campus promotions where needed;
- 7.7 Assists in the development of long-range promotional planning, in conjunction with the rest of the staff.

8. Production Coordinator

- 8.1 The CFMU Production Coordinator reports to the Program Director and is responsible for the production, training, and supervision of all production related advertisements, promotional spots and volunteers;
- 8.2 To assist in the training of all CFMU volunteers on the use of production equipment;
- 8.3 To produce advertisement copy as required by the CFMU Administrative Director;
- 8.4 To assist volunteers in the production of promotional spots for programs and/or CFMU related events;
- 8.5 Report technical malfunctions to the Program Director and the Administrative Director;
- 8.6 To recruit new volunteers to ensure a steady and productive turnover from one year to the next and to oversee and maintain a Production Committee;
- 8.7 To participate in fundraising drives and to motivate volunteers to participate in fundraising drives.

9. Community Outreach Coordinator

- 9.1 The Community Outreach Coordinator (COC) reports to the Program and Administrative Directors and is responsible for community (McMaster and Hamilton) outreach functions of CFMU, including but not limited to: coverage of news and community events, developing stories for air, hosting and producing said programming for air, social media oversight, maintaining the CFMU blog, and facilitating volunteer engagement.