



## **Community Account Representative (Full-time)**

The Community Account Representative (CAR) is responsible for SCAN communications and funding streams. The CAR additionally supports the Director of Funding and Development in the execution of the Marketing and Fundraising Plans. The essential role of the CAR is to establish strategic relationships with organizations and key individuals for the promotion of the SCAN mission. The CAR reports to the Director of Funding and Development.

Must possess excellent communications skills. Must also be exceptionally organized and capable of working in a changing environment. A knowledge of media literacy and basic media distribution systems is essential.

### **Promotion**

#### **Communicates the SCAN mission**

- Coordinates the Freedom for All Voices tours
- Develops relationships with area media representatives to increase visibility and awareness of the SCAN brand in the community
- Assists in the development and inventory of marketing materials for SCAN products and services
- Represents SCAN at conferences, events and other marketing opportunities.
- Builds awareness about SCAN Community Media by networking in the community at targeted conferences, community fairs, festivals etc.
- Maintains promotional booth equipment and materials
- Maintains SCAN website content and Webus interstitial information as it pertains to Promotions and Services
- Works with the Director of Funding and Development to strategically place media messages and press releases
- Seeks strategic partnership opportunities with companies and organizations for promotional, community and project partnerships.

### **Accounts**

#### **Seeks to enhance SCAN financial self-sufficiency**

- Create opportunities to engage potential clients
- Follow up on “leads” for potential contracts for services and sponsorships
- Seek to write proposals and sign contracts to enhance SCAN’s financial stability

#### **Works with SCAN Video Production Services Manager**

- Develop an understanding of production capabilities
- Coordinate scheduling of contracted productions

#### **Sponsorships and Underwriting**

- Solicit and attain sponsorship from targeted individuals, businesses, and organizations for SCAN projects, including SCAN series and programs.

### **Supervision**

#### **Oversees Interns**

- Directs the work of SCAN Marketing and Journalism Interns and Volunteers to enhance their experience and to supplant duties otherwise conducted by staff.

**Assist in other areas as assigned**