To: Potential applicants, friends and partners of RMSMC
From: Pete Waack, CEO, Rocky Mountain Student Media
Date: July 10, 2019
Re: Student Media Adviser and Corporate Communications Manager Job Opening

Rocky Mountain Student Media Corporation
Student Media Adviser and Corporate Communications Manager

Company and Position Overview:
Rocky Mountain Student Media Corp. (hereinafter “RMSMC”) is seeking an established journalist to join our nationally recognized, award winning student media organization. Candidates should have a strong desire to train and advise a dedicated group of students in producing engaging content and to help lead them into successful media related careers.

Located in Fort Collins, CO (often ranked as top 5 most livable city) and closely affiliated with Colorado State University, RMSMC’s program is based on experiential learning, innovation, and a dedication to the core principles and benefits of community focused, student-produced journalism.

RMSMC is a not-for-profit corporation, tax-exempt educational media company. The program includes a TV station, radio station, newspaper, and video production unit, among other divisions. RMSMC is one of the largest student media organizations in the country, with over 300 students participating annually. The Media Adviser and Communications Manager is one member of a six-member professional team at RMSMC. The adviser reports to the RMSMC CEO.

The Collegian is a 128-year-old newspaper published two times a week on Mondays and Thursdays during the school year, distributed widely both on and off campus, with a corresponding news website that is updated on a daily basis.

Position Description
Student Media Adviser Component
This employee works in close collaboration with students who operate the campus newspaper, magazine, Collegian.com digital media, KCSU radio and Collegian TV. The duties of the media adviser include:

• Work with the students before and during the production of the Collegian – listening to their ideas, helping to develop stories, answering questions, and offering suggestions. (Note: The Media Adviser doesn’t decide on
what can or can’t run in the newspaper or other forms of student media. The adviser’s influence on the RMSMC content comes through the skills they teach students and the story ideas they suggest.)

- Advise student editors in all facets of print and digital media operations.
- Manage and be prepared to develop training and staff development, both at introductory and advanced level.
- Training includes professional visits and mentors, student travel to workshops and conferences, and training student staff in writing, editing, reporting, and press ethics and responsibilities; leadership development, conflict resolution and human relations skills.
- Coordinate ongoing audience engagement research studies (including use of web analytics) and facilitate the implementation of the recommended outcomes.
- Provide and develop a welcoming environment for staff and visitors. Serve as a resource in negotiating student staff concerns. Encourage an inclusive newsroom, diversity and inclusion in staff, student viewpoints, and media coverage.
- Participate in the annual hiring process for the student editor-in-chief and other student positions as needed.
- Help craft the annual student editorial payroll budget. Approve payroll requests every two weeks and monitor for compliance with job descriptions as created by the editor-in-chief. This includes about 30 hourly employees and 50 freelancers.
- Provide regular written feedback on the content of the Collegian’s print edition and website (including the quarterly magazine College Ave). Host regular one-on-one meetings with reports and editors to discuss their content and performance as student leaders.
- Maintain an attitude of cross-company collaboration by organizing systematic methods of communication for Collegian students to work with other RMSMC departments on reporting projects.
- Mentor students in their postgraduate career pursuits and write recommendation letters.
- Serve as a content adviser for Collegian TV. Work closely with the station’s Executive Producer to provide feedback and address any concerns.
- Work in conjunction with the Audio and Music Media Adviser, who primarily supersedes KCSU radio station, to organize systematic ways RMSMC students can share content and organizational resources.
- Serve as the recruiter and initial point of contact for all students interested in working for RMSMC. Track students’ length of service and reasons for departure.
- Maintain travel budgets for sports coverage and conferences.
- Serve on the Board of Directors of RMSMC’s Alumni Association and perform duties necessary to developing a strong alumni network.
- Serve as a liaison between RMSMC and the Colorado State University Journalism & Media Communication department, and look for ways to involve JMC faculty and professionals in training and mentoring programs.
- Serve as a liaison between RMSMC and local and state-wide high school journalism programs. Seek opportunities for individual and RMSMC participation in Colorado Student Media Association activities. Recruit exceptional high school students to attend CSU and work for student media.
- Enter contests and maintain necessary memberships related to those contests. Contests include, but aren’t limited to, the Associated Collegiate Press, College Media Association, Society Professional Journalists, College Broadcasters, Inc. and Hearst.
- Position typically includes teaching opportunities within the Journalism & Media Communication department (at the discretion of the Journalism Chair).
**Corporate Communications Manager Component**

In addition to the student media adviser duties, this employee also will work with the business staff and growing digital services team. Duties include:

- Assist in the production (writing and editing) of any advertising-related material, including content marketing, native advertising, special publications, and advertising appeals.
- Write and distribute any necessary company announcements and press releases.
- Provide copy editing service for professional staff.

**Qualifications:**

- A bachelor's degree (or willingness to complete degree during employment) in journalism, communications or a related field.
- At least three years progressively responsible and fairly recent reporting and editing experience in a professional news media organization.
- A record of innovation and ability to produce engaging content for a targeted audience.
- Experience in digital media methods and practices, including multi- and social media.
- A commitment to students’ First Amendment right to determine media content by appropriately training student editors and managers.
- Ability to relate effectively with students, faculty, staff, and other campus constituents, including a strong understanding of, commitment to, and tangible advocacy of inclusion and diversity.
- Experience in building strong organizational culture and teams.

**Other experiential considerations:**

- Teaching journalism and advising students at a university, college or secondary institution or professional environment.
- TV or video news content development.
- Worked in a newsroom making a successful transition from a print to digital focus.
- Donor cultivation and membership database management.

**Hours, salary, and benefits:** The hours are somewhat flexible, ideally with the ability to work some if not all swing shifts. The position requires a life situation that allows for more hours worked when school is in session (with less hours during breaks).

For full-time work, the starting salary is expected to be in the $45,000 to $55,000 per year range, though RMSMC is willing to negotiate salary, hours, number of months or days a week of employment. If applicant is accepted to teach at CSU, hours and salary will be adjusted if needed. RMSMC professional staff members receive generous vacation and sick leave benefits as well as company contributions for retirement (after 3 years of employment) and, if needed, contributions to health and dental plans (after 90 days employment).

**To Apply:** Send cover letter and resume to Peter Waack, RMSMC President/CEO, at peter.waack@colostate.edu. The deadline will be kept open until a suitable candidate is hired, though preference will be given to those that apply before August 2, 2019. While flexible, the ideal start date is on or before August 19, 2019.