



# The Daily Tar Heel

DTH MEDIA CORPORATION • SERVING UNC STUDENTS AND THE COMMUNITY SINCE 1893

## **DIRECTOR, 1893 BRAND STUDIO (full-time)**

### **Job summary**

The Director of [1893 Brand Studio](#), a student-powered communications agency, is employed by the nonprofit DTH Media Corp. and will work with the General Manager to develop and train the studio's student storytellers and media producers, manage projects and workflow, produce creative content, ensure high quality and timeliness of deliverables, propose and meet revenue projections, promote the growth of the studio to prospective clients on campus and in the community and foster and grow important client relationships.

DTH Media Corp is an equal opportunity employer committed to building an inclusive, collaborative and respectful workplace. Understanding the importance of independent, student-led media is a must, and we'd be interested in candidates who feel like this may make them a good fit, even if they don't have all the listed qualifications.

The full-time position is 40 hours per week, Monday–Friday, 9 a.m.–5 p.m., with a salary range of \$45,000–52,000 per year (commensurate with years of experience) and opportunities for annual bonuses and advancement. Medical and dental benefits, parking, six weeks of vacation during student breaks and a retirement plan are included. DTH Media Corp. offers opportunities for mentoring and mentorship, networking with a vast community of alumni, and skill and leadership development.

The director will work with the professional and student staff at The Daily Tar Heel offices at 109 E. Franklin Street in Chapel Hill, NC, and report to the General Manager. Our open-office environment is fast-paced and flexible and houses The Daily Tar Heel, 1893 Brand Studio and DTH business operations. The professional staff work among talented UNC students from these entities each day and enjoy proximity to UNC's campus and Franklin Street businesses.

Send a resume, cover letter and work samples to [generalmanager@dailytarheel.com](mailto:generalmanager@dailytarheel.com). Applications will be reviewed as they are received.

### **Summary of essential job functions**



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## Client, Account and 1893 Brand Studio Management

- Produce creative content for clients, depending on incoming skillset – anything from copywriting to social media to video – and work to grow those skills.
- Work with the General Manager to assess capacity for 1893 Brand Studio to take new business and work to recruit new business.
- Strategize with clients on agency-based solutions and develop campaign concepts for top accounts utilizing the full creative production of the 1893 Brand Studio.
- Identify areas of growth and potential in terms of agency skills, products, new technology and more.
- Develop relationships and maintain a high level of client satisfaction and results.
- Identify and pursue ways to increase individual, client and company performance.
- Conduct needs-assessment interviews with clients.
- Negotiate deals and contracts across the full offering of agency services.
- Work with the Director of Advertising Sales and Marketing on advertising / 1893 Brand Studio partnerships to meet client needs.

## Personnel and Training

- Hire and supervise 1893 Brand Studio Student Managing Director.
- Lead weekly trainings / meetings with 1893 Brand Studio staff.
- Develop and progress the skills of student staff with training opportunities in areas of video, multimedia, web development, copywriting, photography, graphic design, account management, customer service and more.
- Assist Managing Director in terms of creating and maintaining optimal workflow and quality control to meet deadlines and deliver work.
- Assist Managing Director in terms of evaluating staff performance and troubleshooting areas of need of support.

## General

- Work with the General Manager and report on projections to aid in formulating budgets and make suggestions on improving products.
- Work with the General Manager to develop adequate and workable policies and procedures.



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- Other duties as assigned by the General Manager

## Minimum requirements

- Creative skills in areas such as copywriting, blogging, social media, photography, strategic communications and more.
- Bachelor's degree in journalism, business or other relevant field.
- Relevant experience in managing sales beginners and young professionals.
- Prior business-to-business sales experience.
- Proven skills in coaching, motivating and promoting teamwork.
- Experience developing communications strategy.
- Computer literacy/experience with Word, Excel, Database Management, customer relations software, Google Analytics and other audience and marketing analytics tools.

## Qualities required

- High ethical standards and desire to work with and train college students.
- Strong leadership and listening skills.
- Creative and strategic thinker.
- Ability to receive and give feedback.
- Ability to craft solutions quickly based on needs assessments.
- Demonstrated record of success in a goal oriented, highly accountable environment.
- Excellent presentation, public speaking and interpersonal communication skills.
- Ability to work well under pressure of multiple deadlines and assignments.
- Present ability to negotiate deals and close contracts.
- Ability to generate reports, business correspondence and presentations.
- Ability to effectively respond to questions from managers, colleagues and customers.