Job Description & Specifications

JOB TITLE: Engagement Editor
EXEMPT: No
REPORTS TO: Managing Editor

SUMMARY: Voice of San Diego seeks an experienced journalist with strong social media and technological skills and a proven track record expanding readership and audience engagement to be its Engagement Editor. This role is responsible for producing and overseeing the production of content that extends the reach of VOSD and its stories through social media, podcasts, and other engagement technologies. This role serves as a VOSD representative at community events.

Launched in 2005, Voice of San Diego was the first digital nonprofit news organization to serve a local community. Its founders, longtime columnist and editor Neil Morgan and entrepreneur Buzz Woolley, felt the region desperately needed more reporting and journalistic competition. VOSD made a name nationally with hard-hitting investigative reports and by creating a new business model for supporting that kind of journalism that hundreds of others have borrowed from across the country. It's based on civic engagement and opportunities for San Diego residents to discuss and debate the issues that impact their quality of life. As a 501(c)(3) nonprofit organization, we are fully funded by individual members, major charitable gifts, foundations and community partnerships.

ESSENTIAL DUTIES AND RESPONSIBILITIES

• Write articles and newsletters. Manage newsletters and create new ones as appropriate.
• Package stories and promote to target audiences.
• Conduct fact checks. Serve as reader’s guide.
• Coordinate efforts between operations and editorial teams on events, social media, and fundraising campaigns.
• Coordinate daily SEO and engagement tasks with digital manager. Evaluate SEO practices and recommend actions to editorial team.
• Manage platforms like Hearken, Groundsource and other audience engagement tools.
• Produce on demand podcasts and other features.
• Other duties as assigned.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements following this paragraph are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
EDUCATION and/or EXPERIENCE:

• A Bachelor’s degree in a relevant field.
• A minimum of 3 years of experience in similar position (audience engagement, web editor)
• Extensive knowledge of social media platforms (LinkedIn, Twitter, YouTube, Facebook, Instagram)
• Proven understanding of best practices for social marketing and community management and development
• Experience working with WordPress, Google Analytics, and SEO.
• A working knowledge of various digital media formats (images, video)
• Strong communication skills
• Energy, enthusiasm and the ability to work under pressure to meet deadlines and demanding targets
• Self-starter with strong project management skills.
• Ability to adapt to change and competing priorities.

COMPETENCIES:

• Judgment – Displays willingness to make decisions; exhibits sound and accurate judgment. Supports and explains reasoning for judgment;
• Professionalism – Approaches others in a tactful manner; reacts well under pressure; follows through on commitments.
• Attendance/Punctuality – Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
• Dependability – Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals.
• Initiative – Looks for and takes advantage of opportunities.
• Organizational support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization’s goals and values.

LANGUAGE SKILLS: Ability to read and interpret all forms of news (print newspapers, online publications, magazines, etc.), general business periodicals, professional journals, technical procedures, or governmental regulations. Advanced writing, editing and communication skills; must write clearly and concisely; be accurate and unbiased. Ability to effectively present information and respond to questions from groups or individuals required. Must be able to communicate with individuals who have differing educational backgrounds and cultural norms.

COMPUTER SKILLS: WordPress, Google Analytics, web usability, SEO, Adobe Creative Cloud, and others. Typing ability on a computer is essential. A good command of MS Office applications, keyboarding, email applications and other computer skills required.

MATHEMATICAL SKILLS: Basic mathematical skills such as the ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
REASONING ABILITY: Ability to apply common sense understanding to carry out detailed instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS: The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk or hear. The employee is frequently required to use hands to type on a computer keyboard as well as finger, handle, or feel objects, tools, or controls; reach with hands and arms; sit; climb or balance; stoop, kneel, crouch, or crawl; bend, lift and climb stairs while carrying supplies or equipment. The employee is occasionally required to taste and/or smell. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

The employee frequently sits for long periods of time at a desk in an office. The employee may be required to stand for over an hour and observe meetings, people and events. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 20 pounds.