

Social Media Editor

The social media editor will be responsible for maintaining and creating daily content for each of the Gazette's social media accounts, including Instagram, TikTok, Facebook, Twitter and LinkedIn.

They are expected to be aware of the articles and videos other editors have in the works and prepare engaging and innovative ways to engage our audience in this content. The social media editors will be responsible alongside their coordinating editor for ensuring that the design of social media is consistent throughout each piece of content and in line with the Gazette's brand.

Social media editors are expected to act as a link between creative and writing sections, engaging creative editors to produce images and content uniquely for social media posts. Social media editors will be expected to produce their own posts off templates for breaking news and smaller-scale stories. Beyond content responsibilities, editors will be expected to manage their own volunteers and interns, including providing feedback on their work.

Full-time editors will be required to be in the office four to five days a week from 9:30 a.m. to 5:30 p.m. when they are not in class, and be available to work from home if necessary. Part-time editors will be required to be in the office three days a week.

These responsibilities are subject to change by Front Office's discretion. Other duties as assigned.

Responsibilities:

- Ability to use social media actively to engage with our audience
- Ability to generate innovative content tailored to the interests of Western students
- Experience with Canva or other design websites/software
- Must be comfortable managing a team of people; training interns and volunteers
- Ability to work as a cohesive team within the section, as well as collaborate with other sections, including multimedia, to produce engaging content
- Strong organizational skills
- Maintain short deadlines for personal work and enforce deadlines for the section
- Strong editing and writing skills in a variety of styles

Application Requirements:

- Please provide five work samples that showcase your technical and aesthetic skills
- Feel free to include a link to your online portfolio if applicable
- Provide a resume with applicable work and volunteer experience