



## JOB DESCRIPTION

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| <b>POSITION:</b>       | Newspaper Editor and Social Media Specialist |
| <b>EFFECTIVE DATE:</b> | October 27, 2022                             |
| <b>DEPARTMENT:</b>     | Communications                               |
| <b>REPORTS TO:</b>     | Communications Manager                       |
| <b>DIRECT REPORTS:</b> | None   |

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### JOB SUMMARY

The UNA Newspaper Editor and Social Media Specialist is responsible for creating/maintaining an online community newspaper and quarterly print digest, supporting the UNA Community Newspaper Editorial Committee, maintaining the UNA's social media platforms, and supporting general communications at the UNA. Reporting to the Communications Manager, the Newspaper Editor and Social Media Specialist provides input on communications plans and strategies, guided by the organization's strategic priorities.

### OVERALL GOALS FOR THE POSITION

1. Support the UNA Community Newspaper Editorial Committee in publishing a monthly online community newspaper and a quarterly printed digest version of the paper.
2. Work with the Communications Manager to create a social media strategy, schedule content and monitor the UNA's social media platforms.
3. Participate in creating communications strategies and work plans.

### ROLES, RESPONSIBILITIES AND EXPECTATIONS

#### Community Newspaper Support

1. Support the UNA Community Newspaper Editorial Committee in accomplishing their goals in accordance with existing UNA community newspaper policies and the committee terms of reference
2. Liaise with contractors, web developers and graphic designers in the creation of an online newspaper website and the printed quarterly digest's branded layout and design
3. Provide expertise in editing, proofreading, desktop publishing (WordPress) and print publishing (Adobe InDesign)
4. Organize and attend UNA Community Newspaper Editorial meetings
5. Liaise with external partners for content contributions

#### Social Media Management

1. Help create a social media strategy that is aligned with the UNA's overall strategic plan
2. Work with UNA communications team and graphic designer to develop a social media content calendar
3. Coordinate with various UNA departments
4. Create and post content across different social media platforms
5. Monitor and boost engagement

#### Special Projects

1. Manage special projects and other duties as assigned

## SKILLS, QUALIFICATIONS AND EXPERIENCE REQUIRED

### Education requirements:

- Bachelor's Degree in Journalism, Communications, Marketing, Marketing Communications or other related fields

### Experience requirements:

- Must have a minimum of three years of professional experience in journalism, editing and/or publishing
- Must have a minimum of three years of experience in social media management
- Experience working with volunteers and/or committees

### Technical knowledge, skills & abilities requirements:

- High standard of writing and proofreading skills and experience writing and editing in CP Style
- Proficiency in the following technical platforms is required:
  - Adobe Creative Suite (InDesign and Photoshop)
  - social media content management platform
  - basic html, website and content management systems (WordPress)
  - Microsoft 365
- Attention to detail – organized and meticulous in ensuring that final outputs are error-free
- Experience with working with editorial boards, committees and managing volunteers
- Knowledge of current community challenges and opportunities relating to mission of the UNA

### Soft skill requirements:

- Think Strategically – Assess options and actions based on trends and conditions in the environment, and the vision and values of the UNA.
- Build Relationships – Establish and maintain effective working relationships internally and externally to achieve the goals of the UNA.
- Creativity/Innovation – Develop new and unique ways to improve operations of the UNA and to create new opportunities.
- Focus on Community Needs – Anticipate, understand, and respond to the needs of internal and external members and residents to meet or exceed their expectations within the UNA parameters.
- Plan – Determine strategies related to the role's accountabilities to move UNA forward, sets goals, creates and implements actions plans, and evaluates the process and results.
- Lead – Positively influence others to achieve results that are in the best interest of the UNA.
- Make Decisions – Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the UNA.
- Organize – Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
- Solve Problems – Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Communicate Effectively – Demonstrate excellent verbal and written communication skills.
- Foster Teamwork – Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance effectiveness.
- Adaptability – Demonstrate flexibility, versatility and tolerance in a changing work environment while maintaining effectiveness and efficiency.
- Discretion – Understand and demonstrate ethical behaviour and business practices.