

**DEPARTMENT:** News

**POSITION:** Community Engagement Editor

**CLOSING DATE:** Open until filled

**SALARY SCALE:** Commensurate with experience

The Register-Guard, a GateHouse newspaper in Eugene, Oregon, is seeking an energetic, passionate digital journalist to develop, implement and manage an innovative audience engagement and growth strategy for our newsroom.

The Community Engagement Editor lives and breathes social media and is excited about building relationships with readers in service of community-based, solutions-oriented journalism.

This editor not only contributes to but also helps develop a culture of collaboration and innovation across the newsroom by working closely with reporters, editors, multimedia journalists and other staff members to develop social media and audience engagement strategies for digital stories.

The Community Engagement Editor is responsible for helping fellow staff members devise campaigns around reporting, growing readership across multiple platforms and creating opportunities for readers to tell us what they want and think.

This editor is a strong team player who is curious, experimental, detail-oriented and independent but also flexible and patient.

Four years of experience at a print or digital news organization; graduation from a four-year college or university with major course work in journalism; any satisfactory equivalent combination of experience and training.

Salary commensurate with experience and includes a comprehensive benefit plan. We have a supportive, energetic and friendly company culture. Join our team!

Qualified applicants should submit an application, resume, cover letter and examples of your work, including social media campaigns to [rgjob.applications@registerguard.com](mailto:rgjob.applications@registerguard.com). Applications and complete job description are available at <http://projects.registerguard.com/pages/rg-jobs/>.

All employment offers are contingent on the results of a pre-employment drug screening.

4/29/19

## **COMMUNITY ENGAGEMENT EDITOR**

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### **Responsibilities & Expectations:**

- Works with editors and reporters to create engagement plans and strategies to increase reach and impact for daily stories and major projects
- Manages the strategy and day-to-day social media presence on Facebook, Twitter, Instagram, LinkedIn, Reddit and other platforms
- Plans and executes social media promotion based on audience insights
- Advocates in the newsroom for audience engagement
- Monitors website, social media, email analytics and reader feedback to provide regular reports to editors
- Supports and coaches staff on social media usage, headlines and SEO
- Participates in daily staff meetings to help shape coverage that works for audiences and is a voice for evolving coverage.
- Ensures homepage and social channels accurately convey content in a timely way
- Writes, edits and sends push alerts when appropriate
- Researches and experiments with emerging platforms
- Edits headlines, teasers, and photographic elements of stories as appropriate to maximize audience engagement on all platforms
- Uses sound editorial judgment and an understanding of audience to determine story presentation; chooses stories, audio, photos and other visual elements to be displayed on the home page and social channels
- Other duties as assigned

### **Qualifications:**

Four years of experience at a print or digital news organization; graduation from a four-year college or university with major course work in journalism; any satisfactory equivalent combination of experience and training.

## **REQUIRED SKILLS**

- Experience as a reporter, editor, or producer
- Thorough knowledge and demonstrated skill in news writing
- Ability to handle multiple and complex projects simultaneously
- Ability to work quickly and efficiently under deadline pressure
  
- Deep knowledge of social media, website and email analytics using tools such as Google Analytics, Parse.ly, Mailchimp and Crowdtangle
  
- An eagerness to stay up to date with engagement trends and best practices
  
- Experience creating audio, video and visual content

Exceptional organizational skills and a proven ability to work collaboratively with others, especially across multiple teams.