USU

POSITION DESCRIPTION

Position title: Pulp Editor

Department: Sales, Marketing & Infrastructure

Reporting to: Director, Sales & Marketing

Supervises: Content Editors as required

Employment type: Fixed-Term Contract

Classification: Level 2
                          The University of Sydney Union Industrial Agreement 2001

Conditions: Up to 14 hours per week
                          (May include some weekends and nights as dictated by
                          business requirements)

Purpose

Pulp Editors are responsible for the ongoing success of the USU's student-focused digital and entertainment news platform: Pulp. The editors work as a part of a team to produce and edit high quality, relevant, original, independently researched and sourced online content on a daily basis. Pulp Editors are also responsible for sourcing and coordinating work from a team of student content reporters and contributors.

Pulp Editors thoroughly research topics, check facts and figures, conduct interviews, and consider innovative approaches to create engaging and shareable content. These roles produce stories that start conversations, engage our members and showcase on campus activities and events.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	**Key Tasks**	**Key Performance Indicators**
Producing and editing engaging content	With the Marketing and Communications team refine editorial style guides	Pulp Style Guide adopted and promulgated
	With the Marketing and Communications team develop an annual Content Delivery Schedule, including, if appropriate, a target ratio of genres including on campus news/events/reviews as well as breaking news, special interest, sport, politics and other areas of interest to our audience	Delivery Schedule developed and actioned accordingly
	Recruit then build effective and harmonious relationships with Content Team, bloggers, reporters, videographers, etc to deliver high	2020 Content Team recruited and trained (defamation and 2020 Pulp Style Guide and 2020 Pulp Delivery Schedule)

	Ensure content contains a good mix of on campus news/events/reviews as well as breaking news, special interest, sport, politics and other areas of interest to our audience	Content appropriately diverse and in accordance with any Content Delivery Schedule targets
	Work with Content Team to polish and package their work for optimal impact (specifically: copy editing, writing headlines and adding images)	All content delivered according to content delivery schedule and Pulp Style Guide All work published is in accordance with 2020 Pulp Style Guide
	In editing work for publication, ensure all work is properly researched and factually accurate	No defamatory work published No retractions / apologies published No errors in published material
	Work with the Marketing and Communications team to promote relevant USU services, activities and events	Branded / Native Content delivered according to Content Delivery Schedule
	Publish at least 2 self-generated stories per week per editor (or 6 collectively)	Six or more stories published
	Curate collectively, at least 4 stories per week from the Content Team (reporters and contributors)	Four stories published
	Publish at least one video piece per week	1 video published per week
	Participate in the training of the 2021 Pulp Editors	2021 Editor training sessions attended
Digital audience growth – Website and Social Media	Develop and implement strategies to grow the online readership base	Website readership growth of 5% Increase Facebook engagement of 10% Increase Instagram reach by 20%
	Conduct monthly analysis of site and content metrics for Director's reports to Board and to aid the ongoing refining of Pulp strategy and content	Monthly analysis done Board paper presented Strategy and Content Calendar and Style Guide amended as required

Work Health & Safety (WHS)	Conduct all work in a safe manner	All incidents and hazards reported immediately
	Comply with all WHS policies, procedures and instructions	All WHS instructions, policies and procedures complied with
	Report all incidents and hazards immediately to Supervisor and People & Culture Department	
	Use and maintain safety devices and personal protective equipment correctly	
Demonstrate commitment to the department and USU as a whole	Shows a willingness to assist others – both within own department and in other areas	Responsive to requests
	Forthcoming with ideas	Willing to assist in times when the area is short staffed
	Performs other reasonable duties as requested by Manager	Attends and interacts constructively at meetings
	Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner	Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements
		All interactions are professional, respectful, polite and courteous

Essential Criteria
- Current University of Sydney Student
- An active USU Membership
- Demonstrated writing skills (though professional experience is not a requirement)
- Knowledge of good online written content, and how it differs in structure and style from print content to digital communication channels
- Demonstrated knowledge of the USU student target market
- Excellent communication skills, both written and verbal
- Excellent organisational skills with the demonstrated ability to meet deadlines
- Ability to research, conduct interviews and produce content of interest to the student community
- Strong grammar, research and copy-editing skills
- Ability to work both independently and as an effective, committed and enthusiastic team member
- A demonstrated passion for all aspects of pop culture including film, TV, music, and the internet, and a finger on the pulse of all things #stupol and #auspol. The role requires a great deal of initiative and you should be equipped with a broad knowledge and understanding of all these areas
- Willingness to comply with defamation and copyright law and USU policies
- Demonstrated knowledge of USU activities, services and programs
- Demonstrated passion for improving the student experience by providing meaningful, relevant and entertaining content to the student community
- Innovative and creative, curious and deeply familiar with the world of Web and online

trends, including digital content and social media

<u>Desirable Criteria</u>
- Demonstrated online editorial experience, exceptional writing and reporting skills as well as an ability to produce viral content
- Demonstrated ability to produce high level, engaging video content
- Demonstrated website management experience, especially CMS and SEO skills
- Interest in learning about or knowledge of website applications and content management systems (CMS)
- Experience producing news stories, in-depth investigative features, and opinion pieces
- Previous published work to BULL magazine and/or PULP
- Previous published submissions to other online and printed publications

<u>Physical Requirements</u>
Required frequently: sitting, standing, walking, typing and attending USU events, lifting up to 5 kilograms

Compiled by:	Director, Sales, Marketing & Infrastructure	Date:	September 2019
Authorised by:	People & Culture	Date:	September 2019
Current Employee Signature:		Date:	