



Branding Editor

Application Due Monday, February 26th

PLEASE EMAIL APPLICATION TO
editor@scaddistrict.com

OVERVIEW

The Branding Editor is responsible for visually leading the cohesive aesthetic of SCAD District and assisting in creating consistent social media/ visual content to push interest in reading full articles on our main website. They are responsible along with the Social media Strategist for ensuring that District's Instagram, YouTube and Facebook have either daily or semi-weekly content. They are responsible for collaborating to create new multimedia assets for social media use and collaborating with the Creative Director to bridge the design of *Port City Review* and *Square 95*.

This is a yearly position from Spring 24- Winter 25. The candidate will uphold the job responsibilities and duties of the position to the best of their ability for the full contract length.

RESPONSIBILITIES

- Work two hours, one to be in the Student Media center per week.
- Update main social media platforms once per every two days
- Work with section editors to recruit writers, designers, photographers, illustrators.
- Use social networks to promote content and events.
- Exercise approval on content published on social media
- Create a minimum of one pitch for contributor meetings each week
- Pitch three new social or visual content ideas per month — Note: Not all of these will be made, they are only responsible for the ideas
- Research other student-run news publications and professional news sources for ideas and growth strategies
- Produce content — photo, video, writing, etc. when needed
- Create one type of content for the main website every other week or twice monthly
- Provide regular promotions for SCAD District, *Port City Review* and *Square 95* i.e. social media graphics, flyers, posters.
- Maintain good relationships with local media and art/design community outside of SCAD.
- Attend all meetings (Sunday Editors' Meeting and Wednesday Contributor Meeting), and notify the Editor-in-Chief at least eight hours in advance if unable to attend
- Perform outreach to recruit new contributors once per quarter— class visits, events, etc.
- Assist the Editor-in-Chief in training new staff members.
- Follow production schedule for *Port City Review* and *Square 95* release.

WHAT TO SUBMIT

Please submit the following in your application:

- Cover letter — clearly indicate which position you are applying for
- Three relevant portfolio examples — preferably news writing
- Resume