



# Chief Social Media Strategist

Application Due Monday, February 26th

PLEASE EMAIL APPLICATION TO  
[editor@scaddistrict.com](mailto:editor@scaddistrict.com)

## OVERVIEW

The **Chief Social Media Strategist** is responsible for creating consistent social media content to push interest in reading full articles on our main website. They are also responsible for summarizing content and adapting it to social media, amplifying its message. They will orchestrate growth strategies for our social accounts.

Primarily, they are responsible for ensuring that District's Instagram, YouTube and Facebook have either daily or semi-weekly content. Instagram and Facebook should have daily posts and stories featuring quotes or images from articles, columns, podcasts or videos. The Chief Social Media Strategist is also responsible for updating District's SoundCloud and Spotify accounts. And, to a lesser extent, ensuring that all social media presences are up-to-date. This includes LinkedIn and, potentially, Twitter. They are also responsible for collaborating with the Chief Multimedia Editor to create new podcasts.

**This position qualifies for a monthly stipend.**

### Preferred skills include:

- Experience in photography, videography, writing and/or graphic design
- Strong, effective leadership or previous experience in leadership roles
- Experience with WordPress
- Detailed knowledge of AP Style
- Ability to work under tight deadlines
- Clear communication

## RESPONSIBILITIES

Specifically, Chief Multimedia Editor will do the following:

- Work **four to five hours per week** with two hours served in the Student Media Center

- Update main social media platforms once per day, at minimum
- Exercise final approval on all content published on social media
- Work with the Editor-in-Chief to monitor social media performance
- Create a minimum of one pitch for contributor meetings each week
- Pitch three new social 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
- Attend all meetings (Sunday Editors' Meeting and Wednesday Contributor Meeting), and notify the Editor-in-Chief at least six hours in advance if unable to attend
- Perform outreach to recruit new contributors — class visits, events, etc.

## PLEASE SUBMIT

- Cover letter — clearly indicate which position you are applying for
- Three relevant portfolio examples — photojournalism, news writing, documentary video are preferred
- Resume