

Position Description – Media Team Lead

The Media Team Lead has the responsibility for the overall production and quality of the newspaper, web site and any other CNA media; leads, coordinates with other CNews contractors and volunteers, and meets all media deadlines. For CNews, delivery is to be no later than the first day of the issue month. For all other media, updates are to be made in a timely fashion to meet the needs of CNA.

The Media Team Lead operates with the goal of increasing neighborhood engagement, connectedness and inclusivity by directing and tracking the reporting of CNA news and stories of members of the community and creating a welcoming, inclusive environment for everyone in the Concordia neighborhood.

The Media Team Lead will create a structure for media production that seeks efficiency, transparency and involvement by volunteers, and will ensure the work is done if a volunteer or paid CNews contractor is not able to complete an assigned task.

Skills Required: Leadership skills, excellent communication and interpersonal skills. The job requires work schedule flexibility that allows communication during regular business hours. Minimum qualifications are excellent organizational, writing, communication and interpersonal skills; management/leadership experience in a professional environment, competency in Adobe InDesign, Adobe Photo Shop, MS Word and MS Excel or similar Google products; and familiarity with the process of copy editing.

General

- ◆ The Media Team Lead is the main point of contact with the Media Team Board Liaisons and the CNA Board.
- ◆ The Media Team Lead or Editor attends monthly CNA Board meetings.
- ◆ The Media Team Lead, in coordination with the Advertising Sales Representative shall prepare and deliver to the CNA Board a monthly summary of financial performance for Media Team operations.
- ◆ In coordination with the Editor and Graphic Designer, constantly update, add to or improve all CNA media by periodically reviewing existing media output while keeping in mind the interests of CNA and the Concordia neighborhood.
- ◆ The Media Team Lead, in coordination with the Media Team and the Board Liaisons, maintains and develops guidelines used by the Media Team.

Media Team

- ◆ Organize, plan for, and lead monthly Media Team Meetings: announce meetings, prepare agenda, facilitate the meeting, and ensure meeting minutes are circulated to Media Team and Board Liaisons.
- ◆ Create a team environment in which all team members can participate and contribute in developing quality communications that support the needs of our neighborhood.
- ◆ Organize monthly meetings with Editor, Ad Sales, Graphic Designer and board liaisons to review the previous month's CNews and focus on improving the paper and its

processes; collaborate on other CNA media; and prepare for upcoming Media Team and Board meetings.

Editorial/Community Outreach

- ◆ * In coordination with Editor, helps to assist or coordinate outreach to association, community and business owners for news and features of interest or concern.

Editorial Calendar

- ◆ * In coordination with Editor, maintain Editorial Calendar, including column inches and story page assignment. Communicate same to Graphic Designer.

Editorial/Web

- ◆ Coordinate with Editor and Media Team members to plan and execute the release of newspaper stories via digital media.
- ◆ * In coordination with Editor, explore opportunities to expand CNews stories or to develop independent content for distribution via web or social media when greater length or interactive features may be possible and appropriate.
- ◆ Continue to foster and develop web/social media capabilities and capacity on the Media Team.
- ◆ Maintain website; add banners and posts announcing upcoming CNA and community events.
- ◆ Provide ongoing updates to the website to reflect the needs of the CNA Board CNA committees and the general Concordia neighborhood.

Other

- ◆ In coordination with Editor, manage shared storage of Media Team working and archival files (e.g. Dropbox and Google Docs).

* With the current contractors, Gordon Riggs and Nancy Varekamp, the Editor takes a lead role in the starred items above. Date: May 14, 2020.

Position Description – Editor

The Editor will communicate with established and new writers to cultivate a culture of positive and effective communication and quality contributions; work with the Media Team Lead to develop story ideas and to improve constantly the CNews depth and breadth. The Editor will meet assigned editing deadlines to insure all CNews copy is available to the Graphic Designer as expected, and in the format required for Graphic Designer efficiency. The Editor will attend regular CNA Media Team meetings and CNA Board meetings.

Skills Required: Writing and editing skills and experience; excellent communication and interpersonal skills. Competency in MS Word is required. Must be available during regular business hours.

Editorial Calendar

- ◆ In coordination with Media Team Lead, maintain Editorial Calendar and communicate regularly with Media Team and other writers, reporters and columnists to ensure committed stories are submitted by deadline.

Downloading

- ◆ Check CNews Editor email daily for stories, press releases, inquiries. Respond as appropriate.
- ◆ Meet with contributors (e.g. writers and photographers) as needed.
- ◆ Download relevant stories, press releases and graphics and save to appropriate shared CNews folder.

Editing

- ◆ Edit all stories and news releases according to editorial standards established by Media Team.
- ◆ Write headlines, captions, identify pull quotes and call outs and provide any other required editorial content for layout.
- ◆ Save all copy and images to appropriate shared CNews folders.

Layout & Proofing

- ◆ Work with Graphic Designer as required for resolution of story fit and placement issues.
- ◆ Review draft layout with Media Team Lead and Graphic Designer.
- ◆ Work with Graphic Designer to make proofing changes.
- ◆ Review all requested changes as a result of proofing.
- ◆ Provide Graphic Designer with a list of approved final changes for inclusion in the layout.

Position Description – Advertising Sales Representative

Skills Required: Advertising sales experience with track record of success, excellent communication and interpersonal skills. Minimum qualifications in addition to prior sales experience are MS Excel (or Google Sheets) competency, availability to work during standard business hours, computer and internet access for emailing and billing, and ability to travel to and from advertiser appointments and to attend regularly scheduled CNA Media Team meetings.

Ad Sales

- ◆ Develop prospective sales contact list & sales package.
- ◆ Outreach to CNA Board & Committee members for their contacts/ideas.
- ◆ Make outreach calls/personal visits to present CNews advertising opportunities
- ◆ Follow-up as necessary.
- ◆ Confirm advertising commitment via email
- ◆ Maintain prospect list for benefit of other volunteers (to avoid double-contacts)
- ◆ Check CNewsBusiness email daily to ensure timely response to ad inquires and to receive ads for placement.
- ◆ Work with the Media Team Lead and the CNA Board to develop advertising goals for ad sales and page coverage (e.g. 40%).
- ◆ On an annual basis, review the advertising goals and current advertising rates with the Media Team Lead and the CNA Board.

Ad Service

- ◆ Contact all advertisers monthly to remind them of ad deadlines; order ad changes as indicated by advertiser.
- ◆ Consult, always putting the advertiser first, on marketing ideas and advertising options.
- ◆ Communicate ad design copy, associated images and concept to Graphic Designer with clear instructions.
- ◆ Work with client and Graphic Designer until client has given approval via email.
- ◆ Place approved ad in the applicable Ads to Place folder for the correct month.
- ◆ Coordinate with Media Team Lead and Graphic Designer to develop ad layout instructions.
- ◆ Check ads in monthly CNews layout to ensure correct advertisers and correct ads have been placed.

Ad Revenue Tracking, Billing & Collections

- ◆ Maintain ad revenue spreadsheet in shared document file
- ◆ Using CNA's PayPal billing system, generate and send invoices to advertisers around the first of each month advertised.
- ◆ Communicate with CNA Treasurer on status of payments as needed.
- ◆ Remind advertisers to pay if not paid as next issue is going to press.
- ◆ Continue reminding/contacting directly to get payment. (pull ad if client has not paid after two insertions. Do not allow advertising again until paid in full.)

Position Description – Graphic Designer

Graphic Designer has responsibility for digital layout of the CNews, graphic design elements, the manipulation of photographic elements and the uploading of final electronic files for printing. Graphic Designer is responsible for sharing the final draft of the CNews with CNA Board or the Board's designated representative(s) for final approval for uploading to printer.

Skills Required: High competency in Adobe applications: InDesign, Photoshop, Lightroom and Acrobat or equivalent; newspaper layout experience or willingness to receive training on same.

Graphic Design

- ◆ Design paid ads in timely manner to meet print deadlines.
- ◆ Design “headshot/byline” pics for each issue.
- ◆ Design CNA “house ads” as necessary each month.
- ◆ Develop design for new feature concepts as needed, e.g. “Who’s Making it Work?”

Photo Work

- ◆ Make photo adjustments for B&W newspaper print for all photos for each CNews issue.

Layout

- ◆ Work with Media Team Lead to lay out stories and ads as per Media Team Lead instructions.
- ◆ Develop layout for each issue of CNews following timeline set by Media Team Lead
- ◆ Follow established CNews template, including object, paragraph and character styles
- ◆ Meet printing date/time commitment
- ◆ Allow for at least two days for proofing and time for proofing changes.

Proofing

- ◆ Work with Editor as required for story fit and placement issues.
- ◆ Work with Editor to make proofing changes.

Upload Final Newspaper Files

- ◆ Prepare final files for upload, following instructions provided by the printer.
- ◆ Upload files to printer per printer instructions.
- ◆ Review/approve files for printing and notify printer.

Notify Media Team Lead, Editor and Advertising Sales Representative when upload is complete and printer has acknowledged receipt of uploaded files.