

THE BEDFORD CITIZEN

CONTENT MANAGER

Posted June 28, 2022

Part-time: 20 hours per week

SUMMARY

Reporting to the Managing Editor, the Content Manager (CM) is responsible for the public face of *The Bedford Citizen* on its website and social media platforms. The CM will post stories and articles, manage the daily news feed to subscribers, and track metrics using available tools. The CM attends Editorial Committee meetings weekly to generate content ideas, review stories in progress, and ensure conformity with editorial policies.

The ideal candidate has a journalism background and is experienced with CMS, social media posting and tracking. Excellent writing and communication skills are essential.

Key interfaces will be a mix of employees, volunteers, community leaders, and readers.

RESPONSIBILITIES

- Post stories and articles to *The Bedford Citizen* webpage and social media. Write interesting/engaging introductions to encourage readers to read beyond the headline; test format and content to grow readership.
- Attend Editorial Committee meetings weekly to generate content ideas, review stories in progress, and ensure conformity with editorial policies.
- Update and manage daily RSS feed emails, up to 6 days per week.
- Recommend format changes to increase readership on website and in emails.
- When not provided by the author, identify appropriate photo or other image to go with the postings to attract attention and engagement.
- Other duties as assigned.

REQUIREMENTS

- Excellent written and communication skills.
- 2+ years of newsroom experience, including at least 1 year posting and tracking metrics for social media.
- Strong news judgment: knowledge of local government issues and processes.
- Demonstrated success in working with a variety of people with different perspectives within the organization, including volunteers.
- Knowledge of WordPress or other CMS, and photo editing software.
- Demonstrated knowledge of digital and social media.
- Experience with Google Analytics (moving to and using GA4 preferred), Audience Explorer, and Facebook Insights preferred.
- Bachelor's degree or equivalent experience.

To apply, please send the following to jobs@thebedfordcitizen.org

- your resume.
- a cover letter sharing how your experience meets the requirements of this position.