USU

POSITION DESCRIPTION

Position title: Pulp Editor

Department: Sales, Marketing & Membership

Reporting to: Digital Marketing Specialist

Supervises: Content Editors as required

Employment type: Part Time Fixed-Term Contract

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

Conditions: Up to 10 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 USU activities and events as well as student life on and off campus.

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, adhered to and published. Must complete defamation training as directed by the USU
	With the USU Marketing and Communications team develop an annual Content Delivery Schedule	Delivery Schedule developed and actioned accordingly
	This should include a target ratio of genres; on campus and online news/events/reviews as well as breaking news, special interest, sport, politics and other areas of interest to our audience breaking news, special interest, sport, politics and other areas of interest to our audience	Recruit and manage Diverse team of contributors who adhere policies and drive tangible and measurable engagement and readership

	Develop network to recruit contributors. Build effective relationships with contributors who should include bloggers, reporters, videographers and digital artists	
	Ensure content contains a good mix of on campus and online 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 Contributor and Editorial 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 2021 Pulp Style Guide. Adhere to DSPs to sign off procedures
	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 USU Marketing and Communications team to promote relevant USU services, activities and events	Branded / Native Content delivered according to Content Delivery Schedule
	Actively involved in shared content creation. Attendance at by at least one or more editors at USU Flagship Event including but not limited to Welcome and Orientation, Elections, Pride, Sustainability Week, International Fest, Health & Wellbeing, and PopFest	Relevant articles and content published to promote the USU, membership, PULP readership and encourage new Contributors Participate in USU Experience Lounge
	Publish at least 2 self-written articles each week	At least 3 articles per week as directed in key tasks (2 self-written + 1 Contributor or Video)
	Publish at least 1 x multimedia submission such as video or curate a contributor submissions. All multimedia submission (including multilingual) such as video must include transcripts or captions	KPIs Reviewed by Semester including Analytic results and reported monthly in the USU Board reports
	Multilingual Editor Requirements: Not all articles do not have to be translated. With the exception of official USU content such as press releases and important updates for the USU Board and or Management	Translation must be of good quality and authentic to the audience. Must be published to content delivery schedule. Translations may be counted as a self-written article in reference to KPIs

	Content must be created that will interest the audience	Reviewed by engagement growth of readership for market segment
	USU WeChat has the option to repost engaging and appropriate content to a large audience via USU channels	USU WeChat Coordinator to review and publish accordingly & review analytics
	Participate in the training provide by the USU for the 2021 Pulp Editors	2021 Editor training sessions attended This includes compulsory attendance at Defamation training as prescribed by the USU
	Ensure effect handover at the end of tenure	All passwords, logins, documentation is handover and any training requests for incoming editors are supported
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. All monthly KPIs to be report not just published article results
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 Manager 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 Willing to assist in times when the area is short staffed
	Forthcoming with ideas	

	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, aware of platforms trends relevant to University of Sydney Students
- 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, understand trends and social media trends, including digital content and social media

Desirable Criteria
- 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 with PULP and or other online/printed publications
- Previous published submissions to other online and printed publications

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

Compiled by:	Director, Sales, Marketing & Membership	Date:	December 2020
Authorised by:	People & Culture Coordinator	Date:	December 2020
Current Employee Signature:		Date:	