



WAYNE STATE
UNIVERSITY

		ISSUED: 10/25/2022
TITLE: Digital Editor, WDET	SALARY TABLE: AP	CLASS CODE: PE404
UNION: P&A – Local 1979, U.A.W	SALARY GRADE: 12	EEO CODE: 30
JOB GROUPING:	FLSA: Exempt	EMPLOYEE CLASS: PE

POSITION PURPOSE

Coordinates and participates in writing and editing news articles and features for WDET’s digital platforms, including the wdet.org website, social media, email newsletters and the WDET mobile application. Oversees writing, editing, content design and user experience for digital content consumption. Reports to Manager, WDET Digital Content and Strategy.

Essential Job Functions	% Time
Reviews and edits news copy to publish on WDET’s digital channels. Creates search engine optimized headlines.	45%
Oversees, obtains, and verifies information from WDET newsroom staff who submit material for wdet.org website. Researches competitor practices to provide staff with best practices and standards to produce the highest quality digital presence for WDET. Initiates and develops original content ideas and adapts materials for digital platforms.	20%
Participates in production of websites which may include preparation of requirements development, user experience, site content design, and on-going content development. Writes and edits content for electronic media for placement of informational pieces relating to WDET.	10%
Maintains current, accurate content for all digital channels, including but not limited to, wdet.org, social media, email newsletter, and WDET mobile application. Works directly with WDET journalists to help them optimize the content for those channels.	10%
Provides editorial support on digital projects as assigned, including but not limited to, WDET’s voter guide, Public Radio Music Day content, fundraising appeals, Community of Hope features, and podcast copywriting.	10%
Performs other related duties as assigned.	5%

THIS DESCRIPTION IS INTENDED TO INDICATE THE KINDS OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF SIMILAR KIND OR LEVEL OF DIFFICULTY.

MINIMUM QUALIFICATIONS

Education: Bachelor's degree

Bachelor's degree in Journalism, Communications, English or a closely related field from an accredited college or university. Candidates with an equivalent combination of education and experience may be considered.

Experience:

Minimum 3-5 years of experience writing, editing, and proofing of news copy at a media organization following established style guide (AP, APA, MLA, and/or Chicago)

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent oral, editorial and written skills (grammar, spelling, proofreading and punctuation)
- Strong sense of web design principles, especially user interface
- Familiarity with HTML coding
- Ability to work well in small groups, and solo, in a minimally structured environment
- Proficient in Word, Excel, PowerPoint, and Adobe Creative Cloud
- Must be skilled in creating strong idea concepts, strong project management skills and the ability to manage multiple projects
- Strong interpersonal skills are required for interaction with newsroom staff

ADDITIONAL COMMENTS :

Performs other related duties as assigned, including occasional host of the Detroit Evening Report podcast and/or fill-in news anchor.