TITLE: Digital Editor, WDET

UNION: P&A – Local 1979, U.A.W

JOB GROUPING:

ISSUED: 10/25/2022

SALARY TABLE: AP

SALARY GRADE: 12

FLSA: Exempt

CLASS CODE: PE404

EEO CODE: 30

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

<table>
<thead>
<tr>
<th>Essential Job Functions</th>
<th>% Time</th>
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<tbody>
<tr>
<td>Reviews and edits news copy to publish on WDET’s digital channels. Creates search engine optimized headlines.</td>
<td>45%</td>
</tr>
<tr>
<td>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.</td>
<td>20%</td>
</tr>
<tr>
<td>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.</td>
<td>10%</td>
</tr>
<tr>
<td>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.</td>
<td>10%</td>
</tr>
<tr>
<td>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.</td>
<td>10%</td>
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<tr>
<td>Performs other related duties as assigned.</td>
<td>5%</td>
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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.