

Social Media Editor

The social media editor will be responsible for maintaining and creating daily content for each of the Gazette's social media accounts, including Instagram, TikTok, X, Bluesky and LinkedIn (plus Facebook if Bill C-18 is revised).

Through collaboration with their coordinating editor and front office, they will work to create engaging and innovative content relating to our website content. Social media editors will be responsible alongside their coordinating editor for ensuring that the design of social media is consistent throughout each piece of content and in line with the Gazette's brand.

Social media editors are expected to act as a link between creative and writing sections, engaging creative editors to produce images and content uniquely for social media posts. A strong sense of what makes a good social media video or post and the ability to film and edit quickly is essential. Editors must have good judgment when conducting and editing street interviews, especially on events like Homecoming and St. Patrick's Day.

Social media editors will be expected to produce their own posts or templates for breaking news and smaller-scale stories, as well as promotional materials for Gazette recruitment, special issue surveys, etc. Editors are expected to collaborate with the masthead to create a diverse range of short-form videos showcasing our print and online content including explainers, streeters and interviews.

Beyond content responsibilities, editors will be expected to manage their own volunteers and interns, including providing feedback on their work.

Full-time editors will be required to be in the office four days a week from 9:30 a.m. to 5:30 p.m. when they are not in class, and be available to work from home if necessary. Part-time editors will be required to be in the office three days a week. Staff social media editors will be required to be in the office one day a week.

The social media section is expected to produce at least four LinkedIn posts, three Instagram posts, two to three TikToks a week and update the LinkTree and Instagram stories consistently to reflect the most recent stories. These amounts are subject to change depending on the publishing schedule of that week.

These responsibilities are subject to change at Front Office's discretion. Other duties as assigned.

Required Skills:

- Ability to use social media actively to engage with our audience
- Ability to generate innovative content tailored to the interests of Western students

- Experience with Canva or other design websites/software
- Experience with Capcut, Adobe Premiere Rush, or other short-form video editing applications is considered an asset
- Must be comfortable managing a team of people; training interns and volunteers
- Ability to work as a cohesive team within the section, as well as collaborate with other sections, including multimedia, to produce engaging content
- Strong organizational skills
- Maintain short deadlines for personal work and enforce deadlines for the section
- Strong editing and writing skills in a variety of styles