THE LINK PUBLICATION SOCIETY INC.

THE OUTREACH COORDINATOR SHALL:

The Outreach Coordinator is responsible for building community around and awareness of *The Link*. Responsible for The Link's social media strategy — including community engagement and creating and maintaining a posting schedule — as well as recruitment efforts, their job is to grow *The Link's* presence online and on campus.

Helping to ensure *The Link*'s stories connect with TLPS' audiences, the Outreach Coordinator does regular outreach to all parts of the Concordia community and communicates with Montreal community groups for outreach purposes. They are responsible for replying to comments and messages on *The Link*'s social media platforms. They find and onboard contributors, and develop awareness and promotional campaigns for the organization.

In collaboration with the Coordinating Editor and all section editors, the Outreach Coordinator is mandated to oversee daily, weekly and monthly content published on social media, ensuring content is dynamic, consistent with *The Link's* style and mandate and generates engagement. The Outreach Coordinator will actively seek out new audiences for multimedia published by *The Link*, and stay up to date on new platforms and best practices for engaging online audiences.

In addition, they will help plan the promotional strategies for events, such as launch parties, speakers and workshops, in collaboration with the Editor-in-Chief and the Operations Manager, as well as create promotional materials in collaboration with the Creative Director.

The Outreach Coordinator will assist the Managing Editor with the print production as necessary, namely to help conceive and publish house ads and/or other campaigns, as well as to promote our paper, workshops and special events.

THE OUTREACH COORDINATOR SHALL:

1. Oversee, administer and take leadership on *The Link*'s social media accounts, which includes but is not limited to Instagram, Twitter, Facebook and YouTube. Schedule content, monitor and reply to comments and messages and maintain an active, dynamic presence.
    a. Ensure all content is posted on Facebook and Twitter, and that ten (10) content-specific posts are published on Instagram per 14-day production cycle. Video content created on TikTok shall be posted on Instagram Reels.

2. Stay up-to-date on feed-specific best practices and tailor content to them as much as possible. Ensure *Link* outreach initiatives, events and workshops are advertised regularly and in advance. Execute recruitment plans in collaboration with the Business Manager and the Editor-in-Chief.

3. Meet with the Editor-in-Chief, Creative Director and Managing Editor regularly to create campaigns and keep up to date on stories, campaigns, tasks and other issues.

4. Create and execute a social media schedule and coordinate the dissemination of content. Come up with strategies for sharing *The Link*'s biggest stories each week. Work with the creative team and section editors to create content, including video, specifically for publication on social media.

5. Recruit contributors to join *The Link*. Promote readership campaigns to improve audience and performance metrics. Help get eyeballs on *The Link* however possible.

6. Create promotional, engagement and social campaigns for each of the special issues.

7. Host at least one workshop annually.

8. Help the Editor-in-Chief and Managing Editor sign up Newsletter Subscribers. Help section editors find contributors and keep their listservs up-to-date. Add new members to the newsletter and contributor lists along with any other mailing lists necessary.

9. Attend all Masthead, staff and special issue meetings and coordinate social media campaigns and live coverage with Editors.

10. Attend the retreat and all mandatory training sessions, including the yearly consent training.

11. As much as possible, help plan and execute classroom visits, workshops and other special events — this role is not limited to social media.

12. Actively monitor discussion on social media for story ideas, answer audience questions and engage in the comments on *The Link's* social posts; bring any issues to the attention of the Editor-in-Chief.

13. In collaboration with the Coordinating Editor, prepare and submit a monthly report to the Board of Directors that includes analytics. Stay on top of the numbers weekly. Regularly review analytics with section editors and managing team to learn what worked and incrementally improve and experiment. Social Media Analytics should be tracking the: Engagement rate (comment, like, share, etc.) on social posts, which social platforms are driving on-site traffic (referrals in Google Analytics and Crowd Tangle to see where stories are being shared).

14. Help ensure masthead shares *The Link*'s content, workshops, speaker series and guest editor events on their own social media.

15. Hold a minimum of three (3) regular office hours each week outside of meetings and production schedules.

16. Update the Outreach Coordinator's handbook as needed. The handbook must be updated by the end of the editor's mandate.

17. Once their successor is elected, ensure their training within twenty-one (21) calendar days before the last edition of the volume.

The Outreach Coordinator shall dedicate 40 hours per 14-day publication cycle (+/- 20 hours per week as needed) to executing their required tasks highlighted in this description.

Revised May 2023

I have read and understand the editor duties and responsibilities and I have also read and understand all The Link's policies.

Signature _____

Name in print _____

Date _____