



## **Verse Magazine: Comms & Digital Editor**

### **About Verse:**

Verse Magazine provides the UniSA student community with the opportunity to connect, engage with one another, showcase their work and assist in skill development.

The magazine editorial team consists of a Head Editor, Comms & Digital Editor and Graphic Designer. The magazine consists solely of UniSA student work and sees a wide range of contributions in the form of poems, art, travel stories, reviews, opinion pieces and more. This is on top of regular segments including, reviews, music playlists, horoscopes, Humans of UniSA, feature artists and graduate interviews.

Six editions of verse are printed throughout the academic year. Content from the magazine, as well as additional unique content, is shared weekly through the numerous online Verse platforms.

### **Comms & Digital Editor Role:**

The Comms & Digital Editor is responsible for collaborating with the team to promote all aspects of the magazine, and to create and maintain the online presence of Verse Magazine for 2020. The Comms & Digital Editor must work closely with the Head Editor and Graphic Designer to create consistent communications (written and visual). This role requires strong forward planning and innovation skills, in particular in regards to sourcing student submissions. The Comms & Digital Editor must strive to actively listen and connect with the broad student body of UniSA.

### **Desirable Role Qualities and Skills:**

- Forward planning and organisational skills
- Creativity and copy writing skills
- Experience with social media platforms
- Experience managing content in WordPress
- Experience creating email campaigns in MailChimp
- Enthusiasm, confidence and strong networking skills
- Strong communication skills
- Innovation and drive
- Problem solving skills
- An interest in aesthetics
- Ability to work under pressure and meet short deadlines
- Experience with photoshop or video editing programs is useful

## **Communications Editor Core Responsibilities:**

- Working collaboratively with the editorial team:
  - Liaising with Head Editor regarding selected Verse articles to share on VerseMag.com
  - Liaising with Head Editor regarding timing and content of any aspects of Verse to be promoted- releases/submissions/miscellaneous
  - Liaising with Graphic Designer regarding artwork submission call-outs
- Working closely with the Head Editor and Graphic Designer to ensure all deadlines as per the set 2020 production schedule.
- Networking to source and encourage student submissions - contacting lecturers, tutors and school secretaries to gain submissions.
- Being a spokesperson for the magazine at every opportunity - to both students and staff.
- Interacting with and building relationships with contributors and readers of Verse Magazine both in person and online.
- Producing written and visual content for communications.
- Managing Verse social media accounts - Facebook, Instagram and Spotify in a timely and consistent manner.
- Publication of Verse articles on [www.versemag.com.au](http://www.versemag.com.au) (Wordpress)
- E-newsletter creation and distribution via MailChimp
- Managing Humans of UniSA - interviewing, photographing and transcribing. Alternatively, delegating.
- Working with editorial team to select topics for submission call-out.
- Writing articles when necessary.