

# Communications & Digital Editor

The communications 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 editor must work closely with the head editor and graphic designer to create consistent communications, both written and visual. This role requires strong forward planning and innovation skills, in particular in regards to sourcing student submissions. The communication editor must strive to actively listen and connect with the broad student body of UniSA. It is desirable (but not a requirement) that the Comms & Digital Editor has previous experience with social media management, WordPress and MailChimp.

## **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 editors 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 Editor, Communications Editor and Graphic Designer to ensure all deadlines as per the 2021 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 and Instagram 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 Vox Pop- interviewing, photographing and transcribing. Alternatively, delegating.
- Working with editorial team to select topics for submission call-out.
- Writing articles when necessary.
- Running Instagram stories and social media accounts at on-campus events
- Checking Zoho for submissions and updating the Google Doc file
- Scheduling the content into Later.com account
- Uploading content to VerseMag.com
- Using the "All in One SEO" add on in Wordpress
- Using "Sharethrough.com" to check headline SEO performance
- Being involved and participating in on-campus events