



POSITION DESCRIPTION

Position title: Pulp Editor

Department: Sales, Marketing & Infrastructure

Reporting to: Marketing and Communications Specialist

Supervises: Content Editors as required

Employment type: Fixed-Term Contract

Classification: Level 2
The University of Sydney Union Industrial Agreement 2001

Conditions: Up to 14 hours per week
(May include some weekends and nights as dictated by business requirements)

Purpose

Pulp Editors are responsible for the ongoing success of the USU's student-focused news platform: Pulp. The editors work as a part of a team to produce and edit high quality, relevant, original, independently researched and sourced online content on a daily basis. Pulp Editors are also responsible for sourcing and coordinating work from a team of student content reporters and contributors.

Pulp Editors thoroughly research topics, check facts and figures, conduct interviews, and consider innovative approaches to create engaging and shareable content. These roles produce stories that start conversations, engage our members and showcase on campus activities and events.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	Key Tasks	Key Performance Indicators
Producing and editing engaging content	<p>With the Marketing and Communications team refine editorial style guides</p> <p>With the Marketing and Communications team develop an annual Content Delivery Schedule, including, if appropriate, a target ratio of genres including on campus news/events/reviews as well as breaking news, special interest, sport, politics and other areas of interest to our audience.</p> <p>Recruit then build effective and harmonious relationships with Content Team, bloggers, reporters, videographers, etc to deliver high quality, relevant online news content including audio-visual content</p>	<p>Pulp Style Guide adopted and promulgated</p> <p>Delivery Schedule developed and actioned accordingly</p> <p>2018 Content Team recruited and trained (defamation and 2018 Pulp Style Guide and 2018 Pulp Delivery Schedule)</p>

	<p>Ensure content contains a good mix of on campus news/events/reviews as well as breaking news, special interest, sport, politics and other areas of interest to our audience</p> <p>Work with Content Team to polish and package their work for optimal impact (specifically: copy editing, writing headlines and adding images)</p> <p>In editing work for publication, ensure all work is properly researched and factually accurate</p> <p>Work with the Marketing and Communications team to promote relevant USU services, activities and events</p> <p>Publish at least 2 self-generated stories per week per editor (or 4 collectively)</p> <p>Curate collectively, at least 4 stories per week from the Content Team (reporters and contributors)</p> <p>Participate in the training of the 2019 Pulp Editors</p>	<p>Content appropriately diverse and in accordance with any Content Delivery Schedule targets</p> <p>All content delivered according to content delivery schedule and Pulp Style Guide All work published is in accordance with 2018 Pulp Style Guide</p> <p>No defamatory work published No retractions / apologies published No errors in published material</p> <p>Branded / Native Content delivered according to Content Delivery Schedule</p> <p>Four or more stories published</p> <p>Four stories published</p> <p>2019 Editor training sessions attended</p>
USU website audience	<p>Develop and implement strategies to grow the online readership base</p> <p>Conduct monthly analysis of site and content metrics for Director's reports to Board and to aid the ongoing refining of</p>	<p>Website readership growth of 15% Increase Facebook engagement of 20% Increase Facebook "Likes" of 30% Click through average increase by 20% Increase reach by 20%</p> <p>Monthly analysis done Board paper presented Strategy and Content Calendar and Style Guide amended as required</p>
Work Health & Safety (WHS)	<p>Conduct all work in a safe manner</p> <p>Comply with all WHS policies, procedures and instructions</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>

	<p>Report all incidents and hazards immediately to Supervisor and Human Resources Department</p> <p>Use and maintain safety devices and personal protective equipment correctly</p>	
<p>Demonstrate commitment to the department and USU as a whole</p>	<p>Shows a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Performs other reasonable duties as requested by Supervisor</p> <p>Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

Essential Criteria

- Demonstrated writing skills (though professional experience is not a requirement)
- Knowledge of good online written content, and how it differs in structure and style from print content to digital communication channels
- Demonstrated knowledge of the USU student target market
- Excellent communication skills, both written and verbal
- Excellent organisational skills with the demonstrated ability to meet deadlines
- Ability to research, conduct interviews and produce content of interest to the student community
- Strong grammar, research and copy-editing skills
- Ability to work both independently and as an effective, committed and enthusiastic team member
- A demonstrated passion for all aspects of pop culture including film, TV, music, and the internet, and a finger on the pulse of all things #stupol and #auspol. The role requires a great deal of initiative and you should be equipped with a broad knowledge and understanding of all these areas
- Willingness to comply with defamation and copyright law and USU policies
- Demonstrated knowledge of USU activities, services and programs
- Demonstrated passion for improving the student experience by providing meaningful, relevant and entertaining content to the student community
- Innovative and creative, curious and deeply familiar with the world of Web and online trends, including digital content and social media

Desirable Criteria

- Current University of Sydney Student
- University of Sydney Union Membership (current ACCESS member)
- Demonstrated online editorial experience, exceptional writing and reporting skills as well as an ability to produce viral content
- Interest in learning about or knowledge of website applications and content management systems (CMS)
- Experience producing news stories, in-depth investigative features, and opinion pieces
- Previous published work to BULL magazine and/or PULP
- Previous published submissions to other online and printed publications

- Basic knowledge of Adobe Photoshop
- Demonstrated knowledge of and understanding of defamation and copyright in relation to publishing
- Knowledge of WHS issues relevant to work activities and work area
- Knowledge of safe work procedures and WHS training relevant to work activities and work area
- Basic understanding of HTML

Physical Requirements

Required frequently: sitting, standing, walking, typing and attending USU events, lifting up to 5 kilograms

Compiled by: Digital Marketing Specialist Date: August 2017

Authorised by: Human Resources Date: August 2017

Current Employee Signature: _____ Date: _____