

## Associate Editor

### Job Summary:

Seeking an ambitious, motivated and curious self-starter to join a small, busy team of media professionals. Primary responsibilities include developing and writing articles for the association's monthly magazine, maintaining the publications website, managing the department's social media and actively exploring new and innovative ways to reach and inform PPAI members and other promotional professionals.

### Key Duties and Responsibilities:

- Identify story topics, develop story idea/angle, research, write, obtain photos and post final articles on deadline for assigned sections in each issue of *PPB* magazine.
- Research and write other articles for *PPB*, including features, as assigned.
- Proof articles for all stories for department publications including twice weekly e-newsletter and daily email blast.
- Research and write articles for special show editions of *PPB Newslink*.
- Maintain publication website on an ongoing basis, including posting all stories and photos for each issue of *PPB*.
- Manage the department's social media outreach to promote readership and the publication's brands on Facebook and Twitter.
- Contribute to monthly, semi-annual and annual editorial planning and idea sharing sessions.
- Serve as co-liaison to the Editorial Advisory Council.
- Provide back up for proofing documents, ads, articles and publications for other departments when required.
- Provide occasional back-up production on *PPB Newslink* when required.
- Represent PPAI at industry events and provide onsite reporting and event photography as assigned.

### Required Skills, Knowledge and Abilities

- Bachelor's degree in journalism or related field from a four-year college or university
- Two to four years of writing experience for a consumer or business print or digital publication, including multi-media experience in blogs and social media.
- Demonstrated ability to develop story ideas and seek out experts from a variety of sources.
- Excellent writing skills for long-form magazine articles and brief online pieces.
- Experience developing content for podcasts and video is a plus.
- Experience with social media in business applications.
- Demonstrated ability to effectively interview sources in person and by phone.

- Proficiency in Microsoft Office (Word, Excel, Outlook, Powerpoint) and Word Press.
- Strong organizational, prioritization and project management skills, and the demonstrated ability to manage multiple projects and meet deadlines.
- Strong desire and ability to build and maintain business relationships with members, subject matter experts and other professionals inside and outside of the industry.
- Excellent communication skills (verbal, written and presentation).
- Demonstrated experience as an active participant in a team environment.

**Reports to:**

Director of Publications/Editor

**FSLA Status:**

Exempt

August 9, 2017