

# PPAI JOB DESCRIPTION

## Associate Editor

*This position will play a key role in expanding the way the Publications Department delivers content. Primary responsibilities including writing monthly articles for PPB magazine and producing informational podcasts and videos to deliver content digitally.*

*This position will also handle production and distribution of the daily Promotional Consultant Today (PCT). Strong interviewing and writing skills, plus experience in producing stories via podcasts and video (or interest and aptitude to learn) are required.*

### Reporting Structure

Title of reporting manager: Director of Publications/Editor
Department: Publications

### Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Position must work from HQ location

### Job Discretion

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

### Essential Functions and Primary Duties

1. Research and write monthly articles for PPB magazine as assigned.
2. Work with director/editor to develop a strategy for podcasts and videos including name, length, frequency, audience, format, editorial plan and timeline.
3. Collaborate with publications staff and others for podcast and video topics that complement print and/or online articles as appropriate.
4. Identify sources and develop angles for podcasts.
5. Based on the podcast editorial plan, schedule and conduct live and phone interviews, edit audio, insert introduction, ending and music. Route to staff for proofing; make edits as needed. Post/distribute podcasts by predetermined deadlines.
6. Based on the video plan, identify topics and sources for videos and video series. Schedule experts and shoot interviews, edit video, add wrapper and music, and route to staff for proofing. Make edits as needed. Post/distribute videos by predetermined deadlines.
7. Track success of the podcasts and videos; look for ways to increase their effectiveness.
8. Edit and proof provided PCT copy according to predetermined schedule. Place text and ad into provided template. Route to staff for proofing. Schedule delivery using provided email list. Monitor provided metrics. Maintain email list.
9. Keep up with current digital and podcast trends and best practices

10. Edit and proof PPB copy for each issue from initial Word documents through final printer's proof.

11. Contribute to monthly, semi-annual and annual editorial planning and idea sharing sessions.

12. Represent PPAI at industry events and assist with onsite reporting and event photography as assigned.

**Association Wide Responsibilities & Values (expectations of everyone)**

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

**Education Requirements**

School/Certification Authority	Degree/ Certification	Major/ Minor
High School: Required	Diploma	
College: Required	Bachelor's	Journalism

**Experience Requirements**

Type of Work	Years of experience	Depth of Experience
Published writing experience for print or digital publication	3+	High
Develop content ideas and seek out experts from variety of sources	3+	High
Creating podcasts and video	3+	High

**Knowledge, Skills and Abilities Requirements**

KSA's	Years of experience	Depth of KSA's
Long-form writing skills	3+	High
Organizational, prioritization and project management skills	3+	High
Effectively interview sources in person and by phone	3+	High
Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint)	3+	High

Communication skills (verbal, written and presentation)	3+	High
Desire and ability to build and maintain business relationships with members, subject matter experts and other professionals inside and outside of the industry	3+	High

### **Physical Activity**

- \*Sitting:
- \*Standing
- \*Lifting
- \*Pushing/Pulling
- \*Bending/Stooping
- \*Extended work hours, extended weeks (endurance requirement)

### **Work Environment**

- \*Office environment
- \*Trade show floor or event venues
- \*Temperature controlled environment
- \* Travel: Must be able to travel

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 Apply to: [apply@ppai.org](mailto:apply@ppai.org)