



Transmedia News Editor

SALARY RANGE (2017): \$50,000–\$75,000

I assign reporters to cover newsworthy people and events, and discuss various story approaches, angles and deadlines. I check for accuracy and fairness in our stories. I am responsible for choosing which pitches go live and how the stories should be told, from text, video, audio, photos and social media or a combination of those and more. I oversee all aspects of the story to ensure use of all news sources meet the rigorous standards of my employer. I guide the curation team to ensure each story is adapted to our diverse audience-specific distribution channels. I have three metrics of success: do our consumers trust us?; did the story engage our readers?; did it change the system?

The Tip: The future is not about a single medium, but about telling engaging stories across mediums. Invest in storytelling skills of the future today.

PRIORITY KNOWLEDGE AND SKILLS:

Job-Specific Skills	Job-Specific Knowledge	Core Transferable Skills
Be an expert in the following job-specific skills: <ul style="list-style-type: none"> ● Supervising and coaching staff ● Time management ● Production schedule management ● Understanding media ethics and stylebook ● Ability to identify target audiences ● Ability to develop a compelling narrative ● Ability to develop an evidence-based story ● Formulating research questions ● Conducting secondary research ● Ability to conduct qualitative research ● Ability to conduct quantitative research ● Ability to curate third-party content ● Ability to use specialized communications and design technology ● Ability to monetize curated content across media 	Be an expert in the following job-specific knowledge areas: <ul style="list-style-type: none"> ● Deep knowledge of human behaviour ● Broad expertise in current events ● Ability to link content to audience ● Expertise in use of language <p><u>Additional Areas</u></p> <ul style="list-style-type: none"> ● Human resources regulations of the company 	Be an expert at all core transferable skills: <ul style="list-style-type: none"> ● Thinking skills ● Communications skills ● Organizational skills ● Interpersonal skills ● Technical literacy

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BUILDING BLOCK EXPERIENCES:

<p>Education & Learning:</p> <ul style="list-style-type: none"> • Postsecondary degree or certificate in journalism • I consume a broad range of media within news and beyond to stay as creative as my reporters. Current favourite journalism podcast is The Turnaround. • Voracious reader of management books like <i>Under New Management</i> by David Burkus 	<p>I love having the responsibility of leading a content team. I work to set the news agenda through discussions with my reporting staff and staying on top of trends and news developments. I need to be connected to the community I serve. Being a news editor is about more than just sticking around the newsroom long enough to advance. It's essential that I earn the trust of my reporters and support them in their daily tasks and in their longer-term development. I schedule time to stay current on tech developments in our industry and how our competition covers the news.</p>
<p>Employment Experiences:</p> <ul style="list-style-type: none"> • Editor-in-chief of campus newspaper for two years in university • Two internships at community newspapers where I had a high level of responsibility early • Ran a local politics blog in university • Offered job after second internship; worked as city council reporter for four years and civic affairs columnist for one year • Promoted to news editor. After two years, offered editor job at big-city newspaper managing eight reporters. 	<p>I jumped on early opportunities to lead my peers in a newsroom setting. The early experience—and learning from our mistakes—taught me I was made for the unrelenting deadlines of the news world. In my first few years of reporting, I worked hard to earn the trust of a large pool of sources and my editor because I knew I wanted to move up. My year as a columnist allowed me to develop my voice as a writer and hear a lot of feedback from our readers.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • Alumni mentor for journalism students • Coach my child's soccer team 	<p>I love being able to teach another generation of reporters what the job entails today and how it's evolving along with technology.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Did an undergraduate research project on First Nations news coverage • Volunteer contributor to tech blog 	<p>I must know about my world and the people who comprise it. I seek to learn about people from challenging situations and speak their language.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • Even mentors need their own mentors. I maintain strong relationships with former classmates and colleagues who have risen to management roles. 	<p>I follow established and budding journalists on social media and let them know when I like their work. I attend or volunteer at industry conferences. People who have worked with me will vouch for me.</p>