

Job Description and Standards of Performance

<u>Position Title:</u> On-line Editorial Content Producer	<u>Affiliation:</u> PNG
<u>Specialization:</u>	
<u>Department:</u> MaineToday.com editorial	<u>Department #:</u>
<u>Date Updated:</u> 6/12/07	<u>Updated by:</u> Michaud
	<u>Job Code #:</u>

Position Purpose/Objective:

The producer is responsible for specific sections of the MaineToday.com Web site to assure proper posting of news and information, image selection and integration with other sections and services.

All core duties are listed before supporting duties. The relative importance of duties relates to the anticipated impact of that duty to the business, department, customer, and/or product.

Position Duties	Meets Expectations When:
Generates, produces and uploads new content and improves existing content from non-news sources. CORE	Section is dynamic, useful and attractive. Links and graphics work properly and there are no spelling or grammatical errors. Deadlines are met.
Responsible for selection and posting of content, selection of photos, and online copy editing of Blethen Maine Newspapers and affiliate content. CORE	Postings are timely, error-free, and text, photos, video, multimedia and community content match in a dynamic, newsworthy format. Deadlines are met.
Recruits regular content contributors from the community as appropriate for MaineToday's services. Gives contributors regular constructive feedback to improve submissions. Engages in other types of regular communications intended to ensure continued success. CORE	Sufficient number of contributors is maintained. Contributors submit materials regularly and work within the company's guidelines. Needed feedback is provided in a professional and effective manner.
Creates online multimedia packages, including recording audio and video, taking digital photos and converting analog multimedia into digital content. CORE	Multimedia packages are built around key content areas in an effective and user-friendly format; multimedia from outside sources is incorporated into content areas.
Responsible for creating and managing online listservs, monitoring site usage, chats and forums. CORE	Effective user-generated content is built around key content areas; site traffic increases.

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Works on special reports, features and projects with other members of online and newsroom/TV staff. CORE	Special reports are posted in a timely and error-free way, enhanced with multimedia and other material.
Works with newsroom and other media partner reporters and editors to enhance content with audio, video and other multimedia. CORE	Online content is fresh and distinctive, news content has additional depth and coverage, and online material has added usefulness.
Responsible for answering user e-mail. SUPPORTING	Correspondence with users is clear, timely and error-free.
Responsible for keeping up on industry trends, emerging content-management technologies, new content areas and other online journalism trends. SUPPORTING	Content is informed by industry trends and techniques, new ideas are generated by contact with outside sources, knowledge of trends is shared with others.
Uses available technology to support efforts as needed. SUPPORTING	Possesses adequate knowledge of all pertinent software/systems necessary to perform duties efficiently.
Other related duties as assigned. SUPPORTING	Additional duties are performed in a timely and accurate manner.

Required Education and/or Experience/Knowledge:

Bachelor's degree and previous newspaper, writing or other publishing experience.

Required Skills:

Basic knowledge of computers and the Web, Web production skills, strong communication skills, understanding of proper grammar and writing skills.

This position reports to:

Executive Producer