PPAI - Associate Editor

Job Summary:

Develop and produce informational and news content via podcasts and video to supplement PPAI’s publications. Maintain publications website, manage the department’s social media and actively contribute to informing and educating PPAI members through PPAI media.

Key Duties and Responsibilities:

- Work with director/editor to develop a strategy for podcasts and videos that includes determining length, frequency, audience, format, annual editorial calendar and timeline.
- Collaborate with publications staff for topical podcasts and videos that complement print and/or online articles as appropriate.
- Identify topics, sources and develop angles for podcasts. 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.
- Identify topics and sources for multiple videos and video series. Schedule 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.
- Produce podcasts and videos on show site for show editions of PPB Newslink.
- Track success of the podcasts and videos; look for ways to increase the effectiveness of these communication vehicles.
- Maintain publication website; post specific stories and photos for each issue of PPB. Post text for each issue of PCT.
- Post regularly on the department’s Twitter page and on PPAI’s Facebook page.
- Keep up with current digital and podcast trends and best practices
- Contribute to monthly, semi-annual and annual editorial planning and idea sharing sessions.
- 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, multi-media or related field from a four-year college or university
- Two years of experience producing videos for a business audience, including all aspects of video production.
- One year of experience producing podcasts for a business audience, including all aspects of podcast production.
• Demonstrated ability to develop content ideas and to seek out experts from a variety of sources.
• 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) and Word Press.
• Experience with podcast hardware and software (such as Audacity), video equipment, editing software, lighting, hosting services, etc.
• Strong writing ability for podcast and video scripts, leads ins, etc.
• Strong organizational, prioritization and project management skills, and the demonstrated ability to manage multiple projects simultaneously 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).
• Strong desire to be a collaborative participant in a team environment.

**Reports to:**
Director of Publications/Editor

**FSLA Status:**
Exempt

Full Time