

# The Eagle News Media Editor Application

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Submit your application by emailing it to [editorinchief@eaglenews.org](mailto:editorinchief@eaglenews.org) with an updated resume.

## Job Description:

I understand that among my duties in this position, I am responsible to do the following:

### Online:

- The Media Editor must coordinate with section editors to ensure quality, relevant content reaches an online audience and is responsible for incorporating appropriate media to complement a story online.
- They must work to ensure online-only content is being produced several times a week and content is being posted daily.
- The Media Editor must ensure that content is being posted daily and is of the highest quality and lacks errors. Content must be reviewed and approved by the Copy Desk staff and the Media Editor must double-check for any errors, (such as formatting, headlines, basic grammar, etc.), before publishing.
- All featured photos are the appropriate size and stories are properly tagged, formatted and all have “good” SEO.
- Online photos should have correct captions and credits.
- The Media Editor will serve as a liaison between Eagle News and the site host, ensuring that the requests to the site (that relate to the structure and layout of the website) are carried out.
- The Media Editor will upload and maintain website advertisements, ensuring that they run during the proper cycles and spaces.

### Eagle News App

- The Media Editor will direct, lead and oversee the development, maintenance and any updates of the Eagle News app. The responsibilities include but are not limited to: managing and scheduling push notifications, leading the planning of app-only content, communicating with app hosts and strategic marketing of the app.

### Social Media:

- The Media Editor will operate Eagle News’ social media platforms to generate interest with appropriate content and will maintain an online presence by posting regularly.
- As an ambassador to Eagle News, the Media Editor will ensure that their own social media accounts are kept professional if not on private.

### On Staff:

- The Media Editor must attend all staff meetings, editor’s meetings and art meetings while contributing to a safe, fun and productive environment in the newsroom.
- Checks email at least three times a day – morning, afternoon and evening. It is strongly suggested that your email is on your phone.
- Weekly analytics reports will be compiled and presented to the editorial staff, with insights to how stories are performing and where Eagle News traffic is coming from.
- The Media Editor will complete other duties as requested by the Editor-in-Chief and Managing Editor.

I agree to meet these responsibilities at all times and to perform these duties to the best of my abilities. I also understand that to qualify for this position, I must maintain a 2.25 GPA per semester and overall. I understand that if all duties are not performed satisfactorily, the Editor-in-Chief reserves the right to deny payment.

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Signature

Date

**Application questions:**

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Please answer the questions below. Along with your answers, please submit a copy of your resume.

**You posted an article and it has a huge error in it. How would you solve this issue?**

**How would you build readership for Eagle News?**

**How would you deliver breaking news?**

**What are some changes you'd like to bring to Eagle News' media?**

