**Baylor Lariat Job Descriptions**

**Editor-in-Chief (20 hours + $6,000 scholarship per semester)**

The editor oversees all newsroom operations and is the chief representative of The Baylor Lariat. He or she manages the overall editorial direction of the news organization, working closely with the digital desk and section editors to provide thorough, responsible, ethical journalism to our readers. The editor is the team leader, casting the vision for Lariat coverage and setting measurable goals to fulfill that vision. He or she will meet regularly with senior editors to assess progress toward those goals and brainstorm ways to improve content. He or she must develop and maintain a culture of communication among staff members.

One of the most important responsibilities of the editor is to lead the Lariat in its growth as a Web-first publication and ensure the incorporation of multimedia and social media into the Lariat’s daily coverage. He or she will work closely with the digital editor in such efforts. The editor also spearheads one special section each semester. The editor-in-chief selects the members of the editorial board and serves as a senior member of the board.

The editor must have worked on the Lariat staff for a minimum of two semesters. These do not have to be consecutive.

Duties:

* Oversees the daily workings of the newsroom
* Reviews digital analytics daily with the digital editor and creates strategies to maximize readership, working in conjunction with section editors and marketing department
* Runs daily budget meetings
* Writes weekly editorials
* Spearheads special projects/in-depth pieces
* Assists in news coverage and production as necessary
* Reviews each day’s content and gives feedback to staff
* Enforces goals and deadlines

**Digital Editor (20 hours + $4,000 scholarship per semester)**

The digital editor reports directly to the editor-in-chief. The digital editor is responsible for building The Lariat’s digital audience and getting up-to-the-minute news to our online readers via the Lariat website. This person directly oversees the Morning Buzz editor and social media editors and works closely with them to keep the Lariat’s social media active and engaging. This position works closely with section editors to monitor the day’s news, posts stories regularly throughout the day and creates interactive graphics to supplement our coverage. The digital editor is in charge of the Lariat app.

He or she will **daily examine analytics** to determine the effectiveness of the Lariat’s online tools and app. He or she must be innovative, brainstorming ways to improve The Lariat’s digital efforts and increase readership.

The digital editor will create interactive graphics and pages for the website in collaboration with section editors.

The digital editor will monitor the wire services, local news sites and social media feeds for story ideas and for news of interest to Lariat readers. The editor must understand news values and be able to display stories on the website according to newsworthiness. The digital editor must have an understanding of search engine optimization, HTML, WordPress and possess/be willing to learn the skills for producing interactive graphics.

Duties:

* Evaluates daily analytics to improve the Lariat’s online presence
* Posts content online throughout the day and on weekends
* Coordinates multimedia coverage across all sections
* Directly oversees the Morning Buzz editor and edits the Buzz prior to e-distribution
* Directly oversees the social media editor and works closely with him/her to ensure the Lariat’s social media is vibrant and timely
* Monitors wire services, local news sites and social media feeds for story ideas
* Rewrites headlines for search engine optimization as necessary
* Designs online special sections and pages
* Creates interactive graphics
* Oversees the Lariat app
* Updates the online archive each print night
* Enforces goals and deadlines

**Morning Buzz Editor (16 hours + $2,000 scholarship)**

The Morning Buzz editor is in charge of creating the Lariat’s popular daily e-newsletter, which is the primary driver of traffic to the Lariat website. Through solid news judgment, strong writing and creativity, the editor will strive to increase the Buzz’s engagement rate with our audience. The Morning Buzz editor will closely monitor analytics to determine the newsletter’s effectiveness and file a daily analytics report with the digital editor. He or she will work with the digital editor to create new strategies based upon this data.

Duties:

* Writes and sends the Morning Buzz e-newsletter daily
* Gathers Buzz analytics daily and sends report to digital editor
* Strategizes with digital editor to improve content/effectiveness of the Buzz
* Ensures advertising placement conforms to sales agreement
* Employs creative methods to make the Buzz more engaging

**Social Media Editors (12 hours + $1,500 scholarship)**

The social media editors will manage the Lariat’s social media — Facebook, Instagram, multiple Twitter accounts, app pushes — in coordination with section editors. They must be active and savvy users of social media on a daily basis. The editors will assess Lariat social media analytics daily to determine which stories/photos/videos/posts are getting the most views and file daily reports with the digital editor. The social media editors will craft strategies accordingly and work with section editors to revise their social media usage as needed.

The social media editors must be engaging, creative writers who consistently seek out new ways to increase the Lariat’s readership and engagement. They will be aware of trends in social media and adapt coverage accordingly.

Duties:

* Manage the Lariat’s Instagram, Facebook and Twitter. This includes posting as well as working with section editors to improve and expand their own social media efforts.
* Monitor social media feeds for story ideas and for news of interest to Lariat readers.
* Work as a backup for digital editor/Morning Buzz editor as needed
* Evaluate social media analytics and file daily report with digital editor
* Participate in daily budget meetings

**Copy Desk Chief (16 hours + $2,000 scholarship)**

The copy desk chief is in charge of the newsroom during print production nights. He or she edits daily stories and proofreads all pages on print night. This position requires meticulous editing skills and the ability to manage page flow so printer deadlines are met. The copy desk chief coaches staffers on editing, design and headline writing. This person serves as the nightly liaison between the newsroom and the Bryan-College Station Eagle, which prints the Lariat.

The copy desk chief reports directly to the editor-in-chief.

Duties:

* Proofreads all pages and is third editor on most daily stories
* Designs pages as necessary
* Monitors wire services, local news sites, social media for late-breaking news
* Creates PDFs of all pages for the printer and all-color PDFs for the web
* Ensures page deadlines are met and the entire paper is uploaded by 10:30 p.m. to The Eagle
* Uploads PDFs to the Baylor University Digital Libraries folder
* Packages print PDFs each night for the digital editor to update the online archive
* Enforces goals and deadlines

**Opinion Editor (20 hours + $4,000 scholarship)**

The opinion editor oversees all content in the daily editorial section, incorporating a wide variety of viewpoints that reflect the diversity of our readers. The goal of the opinion page is to produce a robust dialogue with our audience through editorials, staff columns, guest columns, letters to the editor and other special features. The opinion editor is the chairman of the editorial board.

Duties:

* Designs and manages content for the opinion page
* Runs weekly editorial board meeting
* Writes weekly editorials and occasional columns
* Edits staff and reporter columns for content, grammar and Associated Press style
* Monitors the Lariat and Lariat Letters email accounts and makes decisions regarding letters to the editor
* Solicits reader feedback through a variety of methods, including online polls/surveys and social media.
* Pushes opinion content to the web daily, ensuring that appropriate hyperlinks are included
* Oversees the Lariat cartoonist
* Enforces goals and deadlines

**News Editor (20 hours + $4,000 scholarship)**

The news editor directs the daily news coverage and oversees the assistant news editor, staff writers and lab reporters. The news editor works closely with the photo editor to coordinate coverage online and in print. The news editor must have exceptional communication skills, be highly organized and have the ability to coach writers on news writing as well as how to cover a beat and generate story ideas. **\*\* Must be available afternoons on lab days. \*\***

Duties:

* Communicates and provides feedback daily with staff writers and lab reporters regarding news coverage and long-term projects
* Assembles the daily news budget
* Assigns stories, photos and multimedia
* Edits staff writer and reporter stories for content, grammar and Associated Press style
* Assists in news coverage and production as necessary
* Monitors the Lariat email account
* Monitors the wire services and assigns localized stories as necessary
* Enforces goals and deadlines

**Assistant News Editor (12 hours)**

The assistant news editor works with the news editor to direct daily news coverage. He or she helps oversee the staff writers and lab reporters, primarily focusing on the lab reporters. The assistant news editor serves as acting news editor in the event that the news editor is unavailable. **\*\* Must be available afternoons on lab days. \*\***

Duties:

* Communicates and provides feedback daily with staff writers and lab reporters regarding news coverage and long-term projects
* Assigns stories, photos and multimedia
* Edits staff writer and reporter stories for content, grammar and Associated Press style
* Assists in news coverage and production as necessary
* Monitors the Lariat email account
* Monitors the wire services and assigns localized stories as necessary
* Enforces goals and deadlines

**Sports Editor (20 hours + $4,000 scholarship)**

The sports editor directs daily coverage of Baylor sports, overseeing sports writers and lab reporters. He or she must ensure a breadth of coverage beyond traditional game previews and recaps. This includes features, analysis and in-depth coverage of issues affecting college athletics. The sports editor works closely with the photo editor, digital editor, LTVN executive director and LTVN managing editor to coordinate coverage. The sports editor must have exceptional communication skills, be highly organized and demonstrate strong writing and editing abilities. He or she will also report on Baylor sports and design the sports page each print publication night. The sports editor oversees the @bulariatsports Twitter account and pushes content to the web daily. The sports editor is also in charge of the Don’t Feed the Bears sports podcast.

Duties:

* Communicates daily with sports writers and lab reporters regarding coverage
* Assembles the daily sports budget
* Attends daily budget meeting
* Assigns stories, photos and multimedia
* Edits sports writer and reporter stories for content, grammar and Associated Press style
* Assists in sports coverage
* Designs the sports page
* Posts daily to the Lariat’s sports social media account
* Enforces goals and deadlines

**Arts & Life Editor (20 hours + $4,000 scholarship)**

The arts and life editor directs daily A&L coverage and oversees the A&L lab reporters. He or she must ensure a diversity of coverage that does not center on a few topics that interest only a segment of The Lariat readership. Coverage will include news, features and reviews on arts and life topics that include but are not limited to: movies, television, culture, books, music, fashion, art, lifestyles and hobbies. The A&L editor writes for the section, edits reporter copy and designs the A&L section for the print edition

Duties:

* Communicates daily with lab reporters regarding A&L coverage
* Assembles the daily A&L budget
* Attends daily budget meetings
* Edits stories for content, grammar and Associated Press style
* Assists in A&L coverage
* Assigns stories, photos and multimedia
* Maintains a standing What to Do in Waco calendar
* Designs the A&L page
* Pushes content to the web
* Enforces goals and deadlines

**Photo editor (20 hours + $4,000 scholarship)**

The photo editor is responsible for leading the photo staff in providing quality photojournalism and video for The Lariat. He or she will manage assignments and scheduling for the photographers. The photo editor must be highly organized and excel in communications, as he or she will work closely with the news editor, sports editor, A&L editor and digital editor to supply visual content for The Lariat. The photo editor will ensure that photographers are shooting wild art, news and sports photos, video and photo stories. He or she must have demonstrated proficiency in photography and Photoshop/Lightroom and strong leadership skills. The photo editor will train the photo staff in technique and software. He or she must possess a sense of urgency and be able to quickly organize coverage for breaking news.

Duties:

* Communicates daily with section editors regarding coverage
* Manages photographer schedules
* Ensures all photo and video assignments are completed by deadline
* Photographs daily wild art as well as video and assignments
* Is responsible for one audio slideshow per semester
* Compiles photo slideshows for Facebook and baylorlariat.com
* Ensures photos from weekend coverage are posted online immediately
* Creates infographics as necessary
* Writes thorough and compelling cutlines for all photos
* Creates weekly low-res slideshow for Waco city channel
* Enforces goals and deadlines

**Staff Writer/Sports Writer (8-16 hours)**

Lariat staff writers and sports writers must have a solid understanding of news values and the ability to write accurately on deadline. They must be well-versed in news writing and feature writing skills and have a strong command of grammar, spelling and AP style. Writers must have good interpersonal skills. Sportswriters must be familiar with sports terminology.

Duties:

* Covers a beat
* Provides a weekly budget to their respective editors each Wednesday night
* Writes at least four news/sports story per week (two for part-time writers)
* Writes news, feature and in-depth stories
* Provides news for baylorlariat.com in a timely manner
* Is in constant communication with editors regarding daily coverage and upcoming projects

**Photographer (16 hours)**

Lariat photographers must understand news values and the difference between snapping pictures/recording video and being a visual journalist. They are journalists who report news in a visually compelling way and must possess a sense of urgency and be ready to cover breaking news with little notice. They must have an eye for composition and be proficient with DSLR cameras and Photoshop/Lightroom. Photographers are responsible for taking daily wild art in addition to regular assignments, and they will be required to supply video for the Lariat TV News team and Lariat website as needed. They will produce one audio slideshow per semester.

Duties:

* Shoots daily wild art, assignments and video
* Completes all assignments by deadline
* Produces one photo story per semester
* Ensures photos from weekend coverage are posted online immediately
* Writes thorough and compelling cutlines for all photos

**Cartoonist (12 hours)**

The Lariat cartoonist must be witty and have strong artistic sensibilities. He or she must be able to convey an editorial message clearly through drawing or computer-generated art. The cartoonist may be called upon to provide illustrations as necessary. The cartoonist is a member of the Lariat editorial board.

Duties:

* Attends weekly editorial board meetings
* Draws daily editorial cartoon
* Provides illustrations (through drawing or computer-generated art) as necessary.

**Lariat TV News**

**LTVN Executive Producer**

The executive producer will report directly to the director of student media and be the person in charge of the overall production of the LTVN newscast.  The position has a significant role in developing the overall strategy of the LTVN broadcast and staff, including the interviewing and hiring of staff members.

Additional responsibilities include but are not limited to:

* Supervising LTVN reporters and managing editor

* Approving/rejecting/developing story pitches

* Working with reporters to develop enterprising stories

* Assigning stories and enforcing deadlines

* Conducting weekly LTVN meetings

* Communicating with print photographers to secure video

* Stacking newscast, creating weekly production assignments and anchoring/editor scheduling

* Directing newscast from booth (can alternate with managing editor)

* Refreshing animation, graphics and overall look of LTVN

* Managing equipment inventory

* Producing and reporting 1-2 packages per month

* Newscast distribution (WCCTV, website, YouTube)

* Collaborating with managing editor to train staff members on capturing video, tracking audio and editing

* Editing newscast scripts for clarity, precision, hook ledes and formatting

* Representing LTVN in communications with print editors, budget meetings, staff meetings and weekly content/feedback meeting with director of student media

**LTVN Managing Editor**

The managing editor will be responsible for the day-to-day operations of the LTVN staff and report to the executive producer. The responsibilities for the position include, but are not limited to:

* Managing and communicating with the LTVN staff on a daily basis

* Overseeing the newscast on production night (Thursdays)

* Creating the newscast graphics list, finalizing the rundown and server (video and gfx)

* Communicating with the FDM production team

* Assisting reporters with developing content, editing and storytelling when needed

* Editing newscast scripts for clarity, precision, hook ledes and formatting

* LTVN social media postings

* Overseeing editing of newscast in post-production

* Producing and reporting 1-2 packages per month

* Producing 15-20 second topical promo each week on Wednesdays for message boards

* Collaborating with executive producer to train staff members on capturing video, tracking audio and editing

* Representing LTVN in communications with print editors, budget meetings, staff meetings and weekly content/feedback meeting with director of student media

**LTVN Reporter (8-16 hours)**

The broadcast reporter creates news and feature videos for Lariat TV News, both in coordination with and independently of other coverage. They will shoot footage, conduct interviews and produce videos that enhance The Lariat’s print coverage. He or she will produce at least one video project every week. As necessary, the broadcast reporter will help train the staff on how to capture and edit video.

Duties:

* Attends Monday budget meeting
* Enterprises at least one video project/story every week
* Reports on campus news/features each week
* Conducts interviews on camera
* Shoots video and does standups (standups for news reporter only)
* Edits footage and prepares for Web