

Updated April 2018

TOMMIEMEDIA TIER 3 LEADERSHIP JOB DESCRIPTIONS

These leaders report to the TommieMedia executive leadership team (Director, Production Editor, Assignment Editor, Chief Story Editor, and Advertising and Promotions Director) as appropriate. For instance, the Chief Video Editor might report to the Assignment Editor in helping decide what kinds of video should be shot on an assigned news story, then report to the Advertising and Promotions Editor in helping decide how to create video for a Web advertisement. These leaders work on all TommieMedia products as appropriate; no one at this level should see himself or herself as working solely on one media product. For instance, a video package intended for the Web may be used in a studio production, and so on.

These positions will pay \$750 per semester. Students may re-apply for these positions each semester.

CHIEF VIDEO EDITOR

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Works with the executive team in forming story teams.
- Suggests video treatments for stories and takes part in discussion about when video is appropriate for a story.
- Works with reporters and videographers in completing video field production and post-production for TM products that include Web reports, “News in :90” and “Sports in :60” newscasts and studio segments and others.
- Works with the Director, Assignment Editor, Production Editor and Chief Story Editor on editorial oversight of video pieces.
- Is the chief of quality control for the editing and content of all videos produced for TommieMedia.
- Ensures delivery of video packages to their final destination, including posting to the media gallery.
- Monitors equipment use and checkout as appropriate.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid visual skills in shooting and editing video, especially in working with Adobe video editing software.
- One semester as videographer or reporter for TommieMedia or equivalent.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate media work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

CHIEF PHOTO EDITOR

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Works with the executive team in forming story teams.
- Suggests photo ideas for stories and takes part in discussion about when still photos are appropriate for a story.
- Works with reporters and photographers in shooting and editing photos for TM products that include Web reports, slide shows, newscasts and studio segments and others.
- Works with the executive team on photojournalism issues as they arise.
- Is the chief of quality control for the editing and content of all photos produced for TommieMedia.
- Ensures delivery of photos and photo packages to their final destination, including posting to the TM media gallery.
- Monitors equipment use and checkout, as appropriate.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Solid skills in photography and photo editing, including experience with photo editing software and slideshow production software.
- One semester as a photographer for TommieMedia or equivalent experience.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

CHIEF STUDIO PRODUCER

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week and submits three story ideas per week.
- Works with executive team to build a story budget for in-studio video segments.
- Suggests ideas for stories and studio segments.
- Works with executive team, reporters and editors to shape final script for studio shows.
- Coordinates and schedules crews, talent and TV studio for TM productions.
- Exercises quality control in all studio operations.
- Ensures delivery of final studio products to the TM site, closed-circuit television and other appropriate outlets.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- Demonstrates a solid understanding of the TV studio and its technologies.
- Solid visual skills in shooting and editing video, especially in working with Adobe video editing software.

- One semester as videographer or other video producer for TommieMedia or equivalent.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

UNIVERSITY AFFAIRS EDITOR

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Works with executive team to build a story budget for university affairs and campus life.
- Suggests ideas for stories and studio segments, especially for university affairs and campus life.
- Works with videographers, photographers, reporters and editors to shape coverage of university affairs and campus life.
- Has special responsibility for reporters who cover the university and is responsible for stories about the university.
- Covers USG weekly meetings, town hall meetings and forums.
- Exercises quality control in news reports and is the first set of eyes on written reports and scripts concerning university affairs and campus life.
- Ensures delivery of final products to the appropriate outlets.
- Serves as go-to reporter when any additional stories of significance arise.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- One semester covering university affairs as a reporter or similar experience.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

DESIGN MANAGER

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly design assignment.
- Develops graphics that accurately represent information in a visually stimulating but organized way.
- Works with the executive team to identify potential advertising and promotional opportunities to help build the TommieMedia brand and increase recognition.
- Works with advertising and public relations director to design and/or update TommieMedia advertising rate card and media kit.

- Develops a designing and publishing manual that sets and/or updates TommieMedia brand standards to create a cohesive brand identity.
 - Maintains and enforces TommieMedia brand standards and will directly oversee entire design staff.
 - Works with the Ad and PR team to develops a six-month creative and strategic ad campaign to promote TommieMedia to various pre-determined geographic and demographic target markets.
 - Is prepared to develop and execute short-term communication plans as dictated by short-term problems and opportunities.
 - Maintains regular communication with other TommieMedia personnel to help determine system-wide problems and opportunities and to contribute to the team effort.
 - Maintains TommieMedia design files that provide evidence of content used on the site, in print promotions or by other media outlets
 - Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.
- Qualifications:
- At least one semester of experience in some capacity at TommieMedia.
 - Proficiency in Adobe Creative Suite programs (InDesign, Photoshop, Illustrator, etc.).
 - Has an energetic approach to and keen interest in corporate design standards and is able to professionally represent TM to external and internal publics.
 - Commitment and dedication to producing and overseeing daily content.
 - Commitment to a future in design, communications or business as evidenced by completion of some COJO and design coursework in appropriate skills areas, previous work on student media and/or a portfolio of appropriate media work.
 - Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

SPORTS EDITOR

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly reporting assignment.
- Works with the executive team in forming story teams.
- Works with the executive team to build a story budget and calendar of events for sports coverage.
- Suggests ideas for stories and studio segments, especially for sports.
- Works with videographers, photographers, reporters and editors to shape coverage of sports.
- Has special responsibility for reporters who cover university sports teams and is responsible for stories and studio segments about university sports.
- Serves as chief contact between TommieMedia and St. Thomas athletics department.
- Exercises quality control in sports reports and is the first set of eyes on written reports and scripts concerning sports.
- Ensures delivery of final products to the appropriate outlets.
- Serves as go-to reporter when any additional sports stories of significance arise.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- One semester of covering sports for TommieMedia or similar experience.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

OPINIONS EDITOR

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly assignment.
- Works with the opinions board to build an editorial and opinions budget for TommieMedia.
- Works with reporters and editors to shape opinion pieces.
- Exercises quality control on pieces and is the first set of eyes on written reports and scripts of opinion pieces.
- Ensures delivery of final products to the appropriate outlets.
- Supervises and ensures quality of blog content posted on the site.
- Monitors and posts audience members' comments on the site, ensuring they are consistent with TommieMedia terms of use.
- Contributes ideas for the weekly opinion poll run on the site.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester as a reporter or editor for TommieMedia, including some column or editorial writing.
- Demonstrated willingness to tackle tough topics while demonstrating sensitivity to university and TommieMedia policy.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

PUBLIC RELATIONS MANAGER

Duties:

- Works a minimum of two two-hour shifts in the newsroom each week, submits three story ideas per week and completes a weekly design assignment.
- Works with the Advertising and Public Relations Director to identify potential public relations and promotional opportunities and to help sell advertising.
- Develops a six-month strategic plan to promote TommieMedia to various pre-determined geographic and demographic target markets.

- Is prepared to develop and execute short-term communication plans as dictated by short-term problems and opportunities.
- Maintains regular communication with other TommieMedia personnel to help determine system-wide problems and opportunities and to contribute to the team effort.
- Shares some social media duties with the chief story editor/ social media manager.
- Maintains TommieMedia “clip” files that provide evidence of stories on the site linked to by other sites, mentions in other media outlets, etc.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester of experience in some capacity at TommieMedia.
- Has an energetic approach to and keen interest in public relations and promotions, and is able to professionally represent TM to external and internal publics.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate work.
- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

ADVERTISING MANAGER

Duties:

- Works two two-hour shift in the newsroom each week.
- Works with advertising and public relations director to identify potential local business clients.
- Assigns advertising salespeople to make client calls, providing training of salespeople as appropriate.
- Works with advertising and public relations director to develop and maintain TommieMedia advertising rate card and media kit.
- Maintains advertising billing operations, including sending bills, collecting on accounts, depositing revenue and reporting on billings to TM executive leadership.
- Organizes client files and relevant paper files, and creates and maintains an electronic database of client information.
- Works with graphic designers, video editors, audio editors, etc., to create advertising for clients who don't submit their own Web-ready ads.
- Attends TommieMedia staff meetings at 7 p.m. every Sunday during the semester.

Qualifications:

- At least one semester of experience in some capacity at TommieMedia.
- Has an energetic approach to and keen interest in advertising, and is able to professionally make contact with local business people.
- Has superior organizational and detail skills.
- Commitment and dedication to producing daily content.
- Commitment to a future in communication and journalism, as evidenced by completion of some COJO coursework in appropriate skills areas, previous work on student media or a portfolio of appropriate media work.

- Is reliable, organized, flexible, team-oriented, has good news judgment and the ability to receive constructive criticism.

BUSINESS MANAGER

This student reports primarily to the lead adviser, but he/she works closely with the director and executive team. The Business Manager will assist in handling a wide range of the organization's financial and equipment matters. These would include but are not limited to: completion of day-to-day paperwork assigned by the lead adviser, delivery of financial documents to the appropriate university offices, travel arrangements and the associated paperwork, collection of expense-related receipts and delivery of those to lead adviser, weekly camera equipment checks, weekly camera checkout form tracking, etc. This student understands he or she will be handling private information as well as helping manage university and TM funds. Job candidates should be organized and have an aptitude for bookkeeping.

Duties:

- Works one two-hour shift in the newsroom each week.
- Meets with lead adviser in the first week of the semester to become familiar with forms, processes and offices relevant to job duties.
- Takes attendance and sends an attendance report to the director and lead adviser each Sunday staff meeting.
- Sends out daily reminders via email for NIN/SIS assignments.
- Maintains newsroom supplies (e.g. printer paper), keeps cabinets organized and labeled and prepares the newsroom for prospective student visits.
- After TommieMedia staff members travel, contact and collect expense receipts and the necessary personal information to fill out student reimbursement forms. Submit completed forms to the lead adviser for review.
- Delivers expense reports, revenue transfers and other budget paperwork (when the lead adviser has completed them) to appropriate university offices (e.g., accounts payable, controller's office).
- Researches hotel accommodations (Wi-Fi capable) and submits information to the lead adviser when overnight travel is necessary for TommieMedia staff.
- Conducts weekly still and video camera bag reviews for missing equipment. Meets with Dr. Gregg at the beginning of the semester to understand the gear.
- Files the equipment checkout forms so the organization can track missing equipment.
- Informs the lead adviser and Dr. Gregg if discovers lost, damaged or sloppily stored equipment. The business manager, with the support of the advising team, should feel free to review the procedural breakdown that led to said loss, damage or sloppiness and encourage proper checkout procedure. Lost or damaged equipment, of course, falls under the rules of the COJO Equipment Liability form.
- Coordinates with TommieMedia staff to complete travel forms.
- Job candidates should be organized and have an aptitude for bookkeeping.
- No prior experience with TommieMedia is required.

WEB MANAGER

Duties:

- Has overall responsibility for the technical and production aspects of site content.
- Ensures that written and visual content is provided in the specified editorial and technical markup format, an important aspect given that TommieMedia content is delivered through dynamic links to a content database.
- Ensures that Web content is correctly categorized for optimum front-page display.
- Ensures that images and video are sized and formatted correctly and that unused or duplicate content is eliminated.
- Is responsible for housekeeping of TM resources on YouTube and other cloud functions.
- Ensures that content uses careful, consistent use of keyword language and heading markup as part of the day-to-day efforts to make the site as search-friendly as possible.
- Keeps the site optimized for local search engine visibility (using TM's own local search tools within its site) and general Internet search engines like Google and Yahoo.
- Is responsible for plugin and widget maintenance and updating, and for day-to-day site repair as needed.
- Works with TM executives to ensure a unified effort.
- Serves as the go-between for TM and IRT.

- Experience with website building, including competence in writing and maintaining HTML and CSS code.
- Class work in computer science or Web design is a plus, as is experience with blogging, especially WordPress.