

# Reporter

## Summary/Objectives

This position is responsible for researching, writing and reporting compelling journalism. Acts as a public ambassador through community outreach and connects with readers through social media.

## Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Cover key topics relative to the designated beat.
2. Create storytelling that accurately informs, entertains and engages specific audiences and platforms through the use of metrics. Works toward becoming the community's leading voice in area of expertise.
3. Connect with the community through storytelling and outreach (social media, on camera, forums, community leadership, etc.) Provides thoughtful analysis of complex issues.
4. Works with assignment editor to evaluate potential stories.

## Competencies

1. Ability to produce top-notch journalism.
2. Exceptional cross-platform storytelling skills.
3. Exceptional core journalism skills, (reporting, producing editing.)
4. Self-motivation and self-direction.
5. Advanced knowledge of social media and how to engage fan base on digital platforms in the public space.
6. Able to multi-task and excel under intense deadline pressure in a rapidly changing environment.
7. Must embrace peer-to-peer feedback and training.,
8. Writing, spelling, grammar, AP and local style

## Supervisory Responsibility

This position has no supervisory responsibilities.

## **Work Environment**

This job operates in a professional office environment and in the community. This role routinely uses equipment such as computers, phones, cameras and video equipment.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This can be a sedentary role along with activity going to interviews. This would require the ability to carry equipment, drive to interviews and the ability to multi-task.

## **Position Type/Expected Hours of Work**

Some flexibility in hours is allowed, but the employee must be available during the “core” work hours of 8:00 a.m. to 5:00 p.m. and must work 40 hours each week to maintain full-time status.

## **Travel**

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

## **Required Education and Experience**

1. Bachelor’s degree in journalism or related field.
2. Three years of writing and interviewing experience.

## **Preferred Education and Experience**

1. Bachelor’s Degree in Communications, Journalism or equivalent and education.
2. Five years of experience developing a personal brand and fan base.
3. Experience with advanced storytelling techniques on multiple platforms.

## **Additional Eligibility Qualifications**

None required for this position.

## **AAP/EEO Statement**

XYZ Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the

military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

XYZ Company expressly prohibits any form of unlawful employee harassment or discrimination based on any of the characteristics mentioned above. Improper interference with the ability of other employees to perform their expected job duties is not tolerated.

## Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

## Signatures

This job description has been approved by all levels of management:

Manager\_\_\_\_\_

HR\_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee\_\_\_\_\_ Date\_\_\_\_\_

# Outside Sales Executive

## **Classification**

Exempt

## **Salary Grade/Level/Family/Range**

[Insert applicable information.]

## **Reports to**

Joe Black – Advertising Sales Manager

## **Date**

January 26, 2017

## **JOB DESCRIPTION**

### **Summary/Objective**

The outside sales executive sells and services new and existing media accounts primarily through outside contact combined with some telephone and email.

### **Essential Functions**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Sell and service retail/classified/online accounts using strategies and standards of performance to achieve department and customer goals.
2. Develop new business from current territory prospects and SIC lists by cold calling inactive accounts and non-advertisers.
3. Create and sell special advertising target market sections and theme pages.
4. Provide clients with special services such as custom layout and design marketing pre-print zoning, single sheet flyer information and co-op research.
5. Meet with manager to set accurate monthly revenue goals and monitor territory activity on weekly basis.
6. React to change productively and handle other essential tasks as assigned.

## **Competencies**

1. Presentation Skills.
2. Technical Capacity.
3. Customer/Client Focus.
4. Personal Effectiveness/Credibility.

## **Supervisory Responsibility**

This position has no supervisory responsibilities.

## **Work Environment**

This job operates in a professional office environment along with visiting accounts frequently. This role routinely uses standard office equipment such as computers, phones, and photocopiers.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This is largely a non-sedentary role; however, some sedentary work is applicable. This would require the ability to lift files, drive on company business and bending or standing as necessary.

## **Position Type/Expected Hours of Work**

Some flexibility in hours is allowed, but the employee must be available during the "core" work hours of 8:00 a.m. to 5:00 p.m. and must work 40 hours each week to maintain full-time status.

## **Travel**

Travel is primarily local during the business day, although some out-of-the-area and overnight travel may be expected.

## **Required Education and Experience**

1. Bachelor's degree in marketing or advertising.
2. Minimum of 3-5 years outside sales experience.

## **AAP/EEO Statement**

XYZ Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

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**Other Duties**

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**Signatures**

This job description has been approved by all levels of management:

Manager\_\_\_\_\_

HR\_\_\_\_\_

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee\_\_\_\_\_ Date\_\_\_\_\_

Team Member: \_\_\_\_\_

Manager: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Points of discussion</b>		<b>Notes</b>	
Progress to prior commitments, goals or assignments in priority order:	1		
	2		
	3		
	4		
	5		
	6		
<b>Activities and Achievements</b>	Review		
<b>Development/Coaching/Obstacles Opportunities</b>			
<b>Next Week expectations/commitments engagement with manager/top priorities</b>			

Team Member: \_\_\_\_\_

Manager: \_\_\_\_\_

Date: \_\_\_\_\_

Development and Coaching Session

Team Member		
Skill	1 to 10	
Will	1 to 10	

Manager		
Skill	1 to 10	
Will	1 to 10	

**Identify**

What is to be discussed and desired outcome?

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**Investigate**

What obstacle(s), behavior(s) and/or activity(ies) needs to:                      Improve?                      Change?                      Begin?                      Eliminate?

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**Agree**

What will be changed    Improve?                      Change?                      Begin?                      Eliminate?

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**Materialize**

What resources by whom, what specific behaviors, what specific activities, what outcomes?

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Team Member: \_\_\_\_\_

Manager: \_\_\_\_\_

Date: \_\_\_\_\_

Standards of Performance

Specific	Measurable	Performance based	Behavior or activity	Consistant	Results	
<b>1</b>						
<b>XYZ</b>						
Standard				Below	Achieve	Exceeded
1Q						
2Q						
3Q						
4Q						
<b>2</b>						
<b>ABC</b>						
Standard				Below	Achieve	Exceeded
1Q						
2Q						
3Q						
4Q						
<b>3</b>						
<b>EFG</b>						
Standard				Below	Achieve	Exceeded
1Q						
2Q						
3Q						
4Q						
<b>4</b>						
<b>HIJ</b>						
Standard				Below	Achieve	Exceeded
1Q						
2Q						
3Q						
4Q						