

ARCHER MAGAZINE: POSITION DESCRIPTION

Deputy online editor, Sydney or Melbourne preferred

OVERVIEW

Archer Magazine shares diverse and lesser-heard voices on topics around sexuality, gender and identity. In print and online, the publication has a burgeoning, highly loyal readership, and well-attended launch events in Melbourne and Sydney, and occasionally other cities around the world.

We're a passionate bunch of people, and very committed to the Archer Magazine brand. We're looking for someone who shares our passion for inclusive, open and safe spaces and platforms for all people, regardless of how they identify.

Archer Magazine is an independent, volunteer-run publication. We are mostly funded by state and national arts funding bodies, and we rely on the hard work and dedication of our volunteers to survive.

POSITION SUMMARY

This position requires you to:

- Work closely with the online editor to edit and publish one article a week on the website (powered by WordPress)
- Drive print subscriptions and ad sales revenue through engaging online content
- Maintain Archer's well-respected and engaging digital brand
- Engage in ongoing conversation with online editor and editorial assistant regarding content
- Promote ALL content through social media channels including Facebook and Twitter
- Maintain a roadmap for the year to plan for upcoming events/seasonal content
- Keep an eye on movements, memes, news stories or interesting content around the topics of sexual and gender diversity in Australia (and overseas, where appropriate)
- Maintain editorial integrity and liaise with the editor on content decisions
- Liaise with events co-ordinator to promote Archer events across digital outlets
- Monitor Archer Magazine social networks and make content recommendations to editor
- Write and schedule the fortnightly newsletter (through Mailchimp)
- Monitor website traffic with the online editor and look for trends in content
- Analyse patterns of reader engagement through Google Analytics and social media analytics

ROLE AND RESPONSIBILITIES

AREA	TASKS
Edit and publish one article a week on the Archer website	<ul style="list-style-type: none">• Receive suitable pitches from the editorial assistant and work with the online editor to divide pitches based on interest/workload, or commission an author of your choice• Write to the author of the pitch to solicit a draft, set deadlines that suit your schedule

	<ul style="list-style-type: none"> • Work with the author to edit the piece in accordance with the Archer Magazine style, voice, and tone • Update the online schedule with progress of each piece • Upload the article to WordPress when both you and the author are happy with it, keeping with the Archer style and ensuring Search Engine Optimisation • Choose a suitable copyright-free image for the article • Keep in regular, timely and efficient contact with the online editorial team • Uphold the Archer Magazine brand and ethos in all communications • Promote the article on social media once published
<p>Monitor trends in topics of sexual and gender diversity, and drive engaging digital content</p>	<ul style="list-style-type: none"> • Stay on top of news and contemporary topics in the news and on social media • Monitor Archer’s social media channels and website traffic to see trends in our own content • Analyse reader engagement patterns by using analytics tools • Maintain a calendar of the year to map out suitable seasonal content • Work with the online editor to ensure a diverse array of content
<p>Archer Magazine newsletter</p>	<ul style="list-style-type: none"> • Produce the fortnightly newsletter using Mailchimp, including ads where directed by the online editor • Send the draft newsletter to the publisher at least 3 days in advance of publication for approval • Schedule the newsletter for the same time every fortnight
<p>Involvement in Archer Magazine events</p>	<ul style="list-style-type: none"> • Where possible, be present and available on launch day to help with setup, event and bump-out • Welcome punters to the Archer event and work to maintain a warm and welcoming environment • Take direction from events team to offer assistance where possible

CONTACT HOURS:

Up to eight hours per week ongoing PAYMENT:

This is a volunteer position that receives an \$80/week honorarium, as recognition for your hard work.

PLEASE SIGN AND RETURN TO PUBLISHER

Name: _____ Date: _____

Signature: _____