Role Profile

Job Title: Digital Editorial Assistant
Reporting to: Editor
Contract period: Jan-September 2020

Company Overview
Running since 1967, the IBC Show is “by the industry, for the industry” and is a crucial event in the calendar of broadcast and media professionals worldwide, providing an invaluable annual meeting-point for the industry.

Following extensive independent research, IBC365 was born of the desire for more IBC-generated industry insight outside of the IBC Show, connecting the community of 1,700+ exhibitors and 57,000+ visitors and delivering year-round access to the wealth of knowledge held by IBC’s wide range of industry experts.

Responsibilities
Assist with the day-to-day upkeep of IBC365, including the uploading of editorial and commercial content to the website and the compiling of data for daily, weekly and monthly editorial and commercial reports. The Digital Editorial Assistant will gain wide-ranging exposure to a news and features environment within the media, technology and broadcasting industry. They will be required to attend IBC2020 in Amsterdam in September.

Tasks
- Assist with the upload of editorial content to the IBC365 and IBC Daily websites
- Upload commercial content, including advertorial and whitepapers, ensuring all content is well presented
- Add ‘furniture’ to digital content, eg links, video, charts, box-outs, surveys, tweets
- Use image libraries to source images
- Compile editorial output statistics for daily, weekly and monthly reports
- Gather leads and compile sponsored content reports for internal and external stakeholders
- Support the editorial team with general administrative duties and enquiries
- During IBC2020, provide on-site editorial support to the digital and print news team

Skills/competencies
- Experience of content management systems
- Ability to learn new systems and technological concepts quickly
- High degree of accuracy and attention to detail
- Excellent organisational skills, with the ability to prioritise and multitask
- Proficient use of Windows Microsoft Office: Word, Excel, PowerPoint

Person specification
- Digitally savvy
- Digital platform management experience across CMS and Analytics
- Knowledge of SEO tools and techniques
- Goal orientated and driven to succeed
- Excellent interpersonal skills
- Hardworking, enthusiastic and self-motivated
- Enjoy working collaboratively as part of a successful team

Updated: January 2020