



Hiring for the Media Industry



*Insights, interview questions,
tips & insights*

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Introduction

Media Industry Hiring Guide

The internet has disrupted and fragmented the media industry. Print-first publications are adjusting to the digital landscape, shedding thousands of traditional jobs in the process. The layoffs and buyouts at companies like the [Chicago Sun-Times](#), [The New York Times](#) and [Time](#) are part of this continuing trend.

The number of people working in print newsrooms has dropped to half of what it was during the industry's peak in the 1980s. Low salaries and lackluster benefits are driving many workers to digital-first newsrooms or away from traditional newsgathering. Thousands of new digital-first jobs have been created in the last half decade.

Digital media has seen significant investment but remains in flux. Rupert Murdoch paid [\\$70 million](#) for a 5 percent stake in Vice Media, Mashable raised \$14 million, and Business Insider raised \$12 million. Despite the rapid growth of native digital news outlets, no viable business model has emerged. Even the Huffington Post, an online media giant with hundreds of editorial employees and huge traffic numbers, is said to be just [“flirting with profitability.”](#)

Troubled times for traditional media represent an opportunity for companies looking to acquire communications talent. Experienced workers who have decided to leave the business of news often transfer the skills they picked up to more lucrative communications fields such as marketing, public relations, and corporate journalism.

It's rough out there for recent graduates with a bachelor's degree in journalism. Employers want young multimedia journalists with a thorough grasp of social media and digital skills like video editing. Despite the circumstances, Pew Research Center reports that recent graduates have a positive outlook on their career. About 40 percent of graduates say that they are very satisfied with their job, and two thirds of graduates with full-time jobs say that they have no regrets with their career choice.

Fast Facts

- Nearly **500** digital-only news outlets have mushroomed in last 5 years
- Some **5,000 full-time jobs** have been created in 'native digital' outlets
- **88%** of journalists want more training on social media and video editing
- **16,000** newspaper newsroom jobs were lost between 2003-2012
- **38,000** jobs in the consumer magazine sector were lost in same period
- The median salary for print newsrooms is **\$38K** a year
- The job outlook for reporters, correspondents, and news analysts is projected to decline by **13%**

Hiring Tips

The transferable skills that traditional media professionals possess are being recognised by a wider variety of industries. A journalist brings editing, writing and research skills, and a sense for what's newsworthy, as well as experience with digital communications. These smart, versatile, deadline-driven employees will improve your content, mentor your colleagues, and in some cases, boost your brand's visibility. Here are three things to keep in mind when hiring a candidate with media experience.

1. Battle for the best



Some of the most recognized names in journalism, such as [Newsweek's Dan Lyons](#) [and Melissa Lafsky Wall](#), [PandoDaily's Hamish McKenzie](#), [Wired's Michael Copeland](#) and [USA Today's Michelle Kessler](#) have worked in corporate newsrooms. These defections have taken others with them. Corporate newsrooms provide top talent with the opportunity to continue to produce quality written work while enjoying the benefits of a corporate job.

The arrangement is mutually beneficial, as corporations then gain the substantial skills and added oomph of a recognized

journalist's personal brand. There are fierce bidding wars for candidates who have proved their worth in their new environs. ***"We were not the only people offering Dan [Lyons] a job. I can tell you that for sure,"*** says Mike Volpe, CMO of Hubspot. ***"When we get further along in the process of hiring more journalists, I do expect there to be competition."***

2. Proof of skills



Recruiters who target journalists agree that it isn't enough to review a writer's work samples. It not unusual for even an experienced and high-ranking journalist's work to undergo heavy edits prior to publication. For best results, recruiters must assign short writing, editing, and proofreading tests with a deadline appropriate to what candidates would experience on the job.



Pro Tip: Ask references what your candidates' first draft copy is like.

3. Ideology checkpoint



If you're interviewing a media professional for a position in advertising, marketing, or PR, it is important to discern their ability to adapt to a different mindset.

Many journalists believe that newsgathering should be completely separate from other communications fields. To these candidates, reporting means serving the general public by delving for the truth and keeping companies and governmental bodies in check.

Make it clear that they can still create compelling, delightful, and valuable work—but that this work must now align with commercial goals. If your company needs a ghostwriter, ask them if they're okay with not seeing their name in lights. If you sense that they feel they're leaving the “sacred” for the “secular”, ask them to explain why they are doing so and why they would be happy with this job in the long haul.



Case Study: **Hubspot**

HubSpot has turned content marketing into big business. They were among the first companies to evangelize a now popular practice of attracting customers with content that predicts and addresses their needs. They help other businesses do the same with their software product, a platform that streamlines and automates the content development and promotion process.

HubSpot leads by example. Their commitment to producing high quality, well-researched, and thoughtful content is reflected in their hiring. They modeled their content team after the media newsroom, with a few tweaks. Their core team members are:

- **CMO/Publisher** - Responsible for aligning content production with business goals.
- **Editor-In-Chief** - Responsible for overseeing all things editorial.
- **Writer** - Responsible for producing content and contributing content ideas.
- **Copy Editor** - Responsible for correcting errors, checking for libel, proofreading.

HubSpot hires people who understand how their work supports the overall business goals of their company. HubSpot recruits highly adaptable, creative people with a track record of pitching fresh ideas and creating new initiatives. Hiring managers at HubSpot will want to see work samples and independent projects such as a blog. If budget is a concern for your company, HubSpot's brand journalism guide suggests hiring recent graduates from journalism and communications programs, or even interns from local universities.

HubSpot's commitment to company culture supports their efforts to attract great talent. Their Company Code, the blueprint that shapes their culture, is available online for all to see and is a respected example of employer branding.



Resources:

[The CMO Guide To Brand Journalism](#)

[The Hubspot Culture Code: Creating A Company We Love](#)

Chapter 1

Job Descriptions

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Download in Word format

Art Director job description

This Art Director job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a creative Art Director who enjoys working in a fast paced environment and loves the challenge of discovering what makes consumers “click.” You will cooperate with a design-savvy team to devise an overall concept.

The goal is to translate marketing and branding strategies into innovative and impressive campaigns that stimulate targeted audiences.

Responsibilities

- Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualise ideas
- Understand marketing initiatives, strategic positioning and target audience
- Cooperate with the rest of the creative team across different types of media

- Take work from concept to final execution within deadlines
- Manage and delegate responsibilities to other designers and provide directions
- Present completed ideas to clients/team members
- Stay on top of all trends and maintain best practices

Requirements

- Proven working experience as Art Director
- Hands on experience with logo design, typography, colour, web layout design, print production, image selection and package design
- Proficient use of InDesign, Photoshop, Illustrator or other visual design and wireframing tools
- Demonstrable graphic design skills with a strong portfolio
- Incorporate feedback and take/give direction well
- Team player with strong communication and presentation skills
- Relevant education or training

Graphic designer job description

This graphic designer job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a creative graphic designer with up-to-date knowledge to interpret our clients needs and to design solutions with high visual impact. You will work on a variety of products, including websites, books, magazines, product packaging, websites, exhibitions, corporate identity etc. and you will cooperate with our designers and sales team.

The goal is to get the clients' message across.

Responsibilities

- Cultivate a solid body of work
- Take the design “brief” to record requirements and clients needs
- Schedule project implementation and define budget constraints
- Work with a wide range of media and use graphic design software

- Think creatively and develop new design concepts, graphics and layouts
- Prepare rough drafts and present your ideas
- Amend final designs to clients comments and gain full approval
- Work as part of a team with copywriters, designers, stylists, executives etc.

Requirements

- Proven graphic designing experience
- Possession of creative flair, versatility, conceptual/visual ability and originality
- Demonstrable graphic design skills with a strong portfolio
- Ability to interact, communicate and present ideas
- Up to date with industry leading software and technologies (In Design, Illustrator, Dreamweaver, Photoshop etc)
- Highly proficient in all design aspects
- Professionalism regarding time, costs and deadlines

Photographer job description

This photographer job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a passionate Photographer to capture moments on film and to use images to tell a story. The successful candidate will be able to achieve technical, qualitative and quantitative goals while meeting project's needs and deadlines.

Responsibilities

- Take the brief to understand specifications and work closely with our art team to develop the concept
- Capture and process images until you achieve desired results
- Shoot poses that don't look posed
- Constantly improve image quality using various editing methods
- Use and maintain modern and traditional technical equipment (cameras, lenses etc)

- Arrange objects, scenes, lighting and background to adhere to specifications
- Direct participants
- Archive photographic images and maintain database
- Maintain an in depth understanding of photographic best practices and procedures

Requirements

- Proven professional shooting experience
- Eye-catching portfolio
- Proficient with traditional and modern equipment
- Solid knowledge of Photoshop, Capture One or other photography specific software
- Shooting, lighting and printing skills
- Competency in applying photographic best practices and techniques
- Knowledge of production process for online publishing and various printing applications
- Ability to juggle multiple tasks
- Photography degree or similar

Web designer job description

This web designer job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a talented Web Designer to create amazing user experiences. The ideal candidate should have an eye for clean and artful design, possess superior user interface design skills and be able to translate high-level requirements into interaction flows and artifacts, and transform them into beautiful, intuitive, and functional designs.

Responsibilities

- Execute all visual design stages from concept to final hand-off to engineering
- Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Present and defend designs and key milestone deliverables to peers and executive level stakeholders

- Establish and promote design guidelines, best practices and standards

Requirements

- Proven Web Design experience
- Demonstrable graphic design skills with a strong portfolio
- Solid experience in creating wireframes, storyboards, user flows, process flows and site maps
- Proficiency in Photoshop, Illustrator, or other visual design and wire-framing tools
- Proficiency in HTML, CSS, and JavaScript for rapid prototyping.
- Excellent visual design skills with sensitivity to user-system interaction
- Ability to solve problems creatively and effectively
- Up-to-date with the latest Web trends, techniques, and technologies
- BS/MS in Human-Computer Interaction, Interaction Design, or a Visual Arts subject
- Experience working in an Agile/Scrum development process

Video editor job description

This video editor job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a talented video editor to assemble recorded footage into a finished project that matches director's vision and is suitable for broadcasting. The goal is bring sight and sound together in order to tell a cohesive story.

Responsibilities

- Manipulate and edit film pieces in a way that is invisible to the audience
- Take a brief to grasp production team's needs and specifications
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity
- Trim footage segments and put together the sequence of the film
- Input music, dialogues, graphics and effects

- Create rough and final cuts
- Ensure logical sequencing and smooth running
- Consult with stakeholders from production to post-production process
- Continuously discover and implement new editing technologies and industry's best practices to maximize efficiency.

Requirements

- Proven working experience in video editing
- Solid experience with digital technology and editing software packages (e.g. Avid Media Composer, Lightworks, Premiere, After Effects, Final Cut)
- Demonstrable video editing ability with a strong portfolio
- Thorough knowledge of timing, motivation, continuity etc
- Familiarity with special effects, 3D and compositing
- Creative mind and storytelling skills
- BS degree in film studies, cinematography or related field

Brand manager job description

This brand manager job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for an experienced Brand Manager who is passionate about uncovering consumer insights and delivering innovative marketing campaigns. You will join a dynamic and fast-paced environment and you will generate strategies that grow market share and brand's reputation, improve customer experience and drive growth.

Responsibilities

- Analyze how our brand is positioned in the market and crystallise targeted consumers insights
- Take brand ownership and provide the vision, mission, goals and strategies to match up to
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to “take action”
- Establish performance specifications, cost and price parameters, market applications and sales estimates

- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Coach the team and get the best from everyone
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor product distribution and consumer reactions
- Anticipate bottlenecks
- Brainstorm new and innovative growth strategies
- Align the company around the brand's direction, choices and tactics

Requirements

- Proven working experience as brand manager
- Drive for results and leaderships skills
- Excellent understanding of the full marketing mix
- Highly creative with ability to think out of box
- Experience in identifying target audiences and devising campaigns that engage, inform and motivate

- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
- Strong analytical skills and data-driven thinking
- Advanced communication and interpersonal skills
- Up-to-date with latest trends and marketing best practices
- Comfortable working with numbers, metrics and spreadsheets
- Excellent command of the English language
- BS/MS degree in marketing or a related field

Digital marketing manager job description

This digital marketing manager job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Responsibilities

- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests

- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Requirements

- BS/MS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments

- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

Market research analyst job description

This market research analyst job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a methodical Market Research analyst to survey customer preferences and statistical data in order to support customers during their decision making process regarding product designs, prices and promotions. The successful candidate will be able to analyze autonomously qualitative data, trends, strategies and competition aiming at increasing competitiveness.

Responsibilities

- Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations
- Understand business objectives and design surveys to discover prospective customers' preferences
- Compile and analyze statistical data using modern and traditional methods to collect them
- Perform valid and reliable SWOT analysis

- Interpret data, formulate reports and make recommendations
- Catalogue findings to databases
- Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation
- Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
- Remain fully informed on market trends, other parties researches and implement best practices

Requirements

- Proven market research analysis experience
- Ability to interpret large amounts of data and to multi-task
- Strong communication and presentation skills
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office
- Search engines, web analytics and business research tools acumen
- Familiarity with CRM programs

- Adequate knowledge of data collection methods (polls, focus groups, surveys etc)
- Working knowledge of data warehousing, modelling and mining
- Strong analytical and critical thinking
- BS degree in Statistics, Marketing or related field

Public relations manager job description

This public relations manager job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are seeking a Public Relations Manager to nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.

Responsibilities

- Develop a marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities
- Direct social media team to engage audiences across traditional and new media
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests

- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them

Requirements

- Proven working experience in public relations required
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Exceptional writing and editing skills

- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Event planning experience
- BA/MA degree in Marketing, Advertising, Communications or a related discipline

Social media specialist job description

This social media specialist job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users.

The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the

moderation policy for each community

- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Requirements

- Proven working experience in social media or related field
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRO and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English
- BS in Communications, Marketing, Business, New Media or Public Relations

Editor job description

This editor job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for an editor, with a good sense of what makes an interesting angle to a story, to juggle all the moving parts of publications. You will plan, coordinate, review and edit content. The successful candidate will be able to decide which ideas should be pursued and which should get dropped in order to meet quality and accuracy standards. The goal is to provide exceptional, informative and engaging content.

Responsibilities

- Coordinate online or print publishing cycle and manage content areas
- Set publication standards and establish goals and expectations
- Suggest stories and generate headline ideas in alignment with targeted audience's preferences
- Oversee layout (artwork, design, photography) and check content for accuracy and errors

- Proofread, edit and improve stories or pieces
- Recruit and manage writers and reporters
- Cooperate and liaise with designers, photographers, advertising reps, writers, artists etc
- Comply with media law and ethical guidelines
- Meet deadlines and budget requirements

Requirements

- Proven working experience as an editor
- Strong writing/editing/proofreading skills and an excellent portfolio
- Hands on experience with MS Office and InDesign, Photoshop or other publishing tools
- Proven familiarity with SEO and social media best practices
- Excellent written skills in English
- An eye for detail along with critical thinking
- Prioritizing and multitasking
- BS degree in Journalism or in related field

Journalist job description

This journalist job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a passionate Journalist to participate in the creative cycle of a news story by investigating and writing rich and unbiased “scoops.”

Responsibilities

- Collect, verify and analyze thoroughly newsworthy information
- Assemble findings into a stable story
- Write and deliver news stories with the reader’s perspective in mind
- Witness events and broadcast news stories
- Receive assignments or investigate news leads/tips
- Abide by journalism’s ethics and codes
- Contact, interview and research sources
- Maintain notes and audio recordings

- Cooperate with reporters, chief editor, producers etc
- Stay up-to-date with the latest current events in his/her “beat” by studying papers, attending events etc.

Requirements

- Proven working experience in journalism
- Portfolio of published articles or newscasts
- Ability to gather, write and edit news
- Broad knowledge of latest headlines
- Computer proficiency (MS Office, digital editing, web search, databases)
- Excellent communication, lobbying and active listening skills
- Integrity and morality
- BS degree in journalism or mass communications

Reporter job description

This reporter job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a passionate reporter to participate in the creative cycle of a news story by investigating and writing rich and unbiased “scoops.”

Responsibilities

- Collect, verify and analyze thoroughly newsworthy information
- Assemble findings into a stable story
- Write and deliver news stories with the reader’s perspective in mind
- Publish or broadcast news stories
- Receive assignments or investigate news leads/tips
- Abide by journalism’s ethics and codes
- Contact, interview and research sources
- Maintain notes and audio recordings

- Cooperate with reporters, chief editor, producers etc
- Stay up-to-date with the latest current events in the “beat” by studying papers, attending events etc.

Requirements

- Proven working experience as a reporter
- Portfolio of published articles or newscasts
- Ability to gather, write and edit news
- Broad knowledge of headlines
- Computer proficiency (MS Office, digital editing, web search, databases)
- Excellent communication, lobbying and active listening skills
- Integrity and morality
- BS degree in journalism or mass communications

Account manager job description

This account manager job description template is optimised for posting in online job boards or careers pages and easy to customise for your company.

Job brief

We are looking for a passionate Account Manager who will partner with and ensure the long-term success of our customers.

You will be responsible for developing long-term relationships with your portfolio of assigned customers, connecting with key business executives and stakeholders. You will liaise between customers and cross-functional internal teams to ensure the timely and successful delivery of our solutions according to customer needs.

Responsibilities

- Operate as the lead point of contact for any and all matters specific to your customers
- Build and maintain strong, long-lasting customer relationships
- Develop a trusted advisor relationship with key customer stakeholders and executive sponsors

- Ensure the timely and successful delivery of our solutions according to customer needs and objectives
- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders
- Forecast and track key account metrics
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment
- Assist with high severity requests or issue escalations as needed

Requirements

- Proven account management or other relevant experience
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executive and C-level
- Experience in delivering client-focused solutions based on customer needs
- Proven ability to manage multiple projects at a time while paying strict attention to detail
- Excellent listening, negotiation and presentation skills
- Excellent verbal and written communications skills
- BA/BS degree or equivalent

Chapter 2

Media Industry Interview Questions

How to conduct an interview

Ditch the stock questions and get to the heart of the matter. Finding your next great hire is easy with purposeful conversations that reveal meaningful information. Your goal is to get a glimpse of how well your candidates know your industry, how eloquently they speak about their experience, and what they learned from it.

Media questions

✔ Ask your candidates what they think about your organization—what you do well, and what you could do better. This question will help you find out if they've done their research on your company and if they have good ideas to contribute.

- ✔ Ask your candidates about a time they found their own story. How did they hear about it? How did they pitch it? Get a sense of how motivated they are and whether or not they have a “nose for news.”

- ✔ Ask your candidates to differentiate between the news coverage of two different publications. This is an opportunity for candidates to demonstrate their knowledge of the industry and their awareness of current affairs.

- ✔ Ask your candidates to describe a situation where they worked to a tight deadline. This question will reveal how well your candidates work in fast-paced, high-pressure environments.

General but essential questions

Time to get personal. Here, you're working towards a solid grasp of your candidate's ambitions and motivations for getting the job. In this light, the questions they ask will be far more important than the questions that you ask. This is a great opportunity to clarify any doubts or misunderstandings they have about the position.

✔ Ask candidates to describe their responsibilities at their previous job and to describe the team they worked with. Ideally, they're able to clearly and concisely articulate their work within the context of their team and organization.

✔ Ask candidates what their co-workers would say about them. Combined with information from their reference checks, this question will show you how well they work with others and how well they will integrate into your organization.



Pro Tip: Read between the lines. Do they speak positively about their co-workers? Do they ask spontaneous questions? Would you want to work with them? Why or why not?

What not to ask in an interview

Don't be that guy. Don't ask questions that are offensive, discriminatory, potentially litigious, and downright illegal. Employers are prohibited from asking questions that request personal information that is protected by law. To keep it legal, avoid the topics below.

Touchy Topics

⊗ Age

⊗ Children

⊗ Disability

⊗ Marital Status

⊗ Nationality

⊗ Race

⊗ Religion

⊗ Sexual Orientation

More information on prohibited employment practices can be found here:

www.eeoc.gov/laws/practices

If you're tempted to ask a question about these matters, think twice. For logistical purposes, you need to know if your candidate is legally permitted to work in this country, not what country they're from. You need to know if your candidate is available to travel, not if they have children. Ask only what you need to know, not what you think contains the answer

Here's a useful list of legal alternative questions:

www.hrworld.com/features/30-interview-questions-111507

Chapter 3

Media Offer & Rejection letters

Tried and tested templates that you can quickly adapt for offer or rejection letters



[Download in Word format](#)

Offer Letter Template

Dear [Applicant Name],

We're delighted to extend this offer of employment for the position of [Position] with [Company Name]. Please review this summary of terms and conditions for your anticipated employment with us. If you accept this offer, your start date will be [Start Date] or another mutually agreed upon date and you would report to [Supervisor Name]. We look forward to adding you to our team.

Hours and Compensation

This is a [Full-time/Part-time/Seasonal] position requiring approximately [Hours per Week] hours per week. Your compensation package includes base pay and the following:

- Standard benefits package (list benefits here)
- Health Insurance
- Life Insurance
- Disability Insurance
- Tuition Assistance
- Career Development
- Matching 401K Contribution

You may indicate your agreement to these terms and accept this offer by signing and dating this agreement by [*Offer Expires On*]. Upon your acceptance of this employment offer, [*Company Name*] will provide you with the necessary paperwork and instructions.

Sincerely,

[*Sender Name*]

Signatures:

.....
COMPANY REPRESENTATIVE (SIGN)

.....
COMPANY REPRESENTATIVE (PRINT)

.....
DATE

.....
APPLICANT (SIGN)

.....
APPLICANT (PRINT)

.....
DATE

Rejection letter template

Dear [*first name*],

We really appreciate your interest in [*company name*] and the time you've invested in applying for the [*role title*] opening. It was a highly competitive process and after reviewing your application, we regret to inform you that we have decided not to move forward.

We will be advertising more positions in the coming months. We hope you'll keep us in mind and we encourage you to apply for the ones you find interesting and consider yourself qualified for.

We wish you good luck with your job search and professional future endeavours.

Best,

[*Sender's name and job title*]

Chapter 4

Hiring Resources

Recruiting Resources

Ready to recruit? Prepare and promote your job descriptions with these resources.

Find salary information for positions across the media industry on Glassdoor (www.glassdoor.com). Then, use Workable (www.workable.com) to manage your hiring process and post to several job boards at once. Here's some job boards you might want to look into.

Free job boards

- CareerBuilder - www.careerbuilder.com
- Indeed - www.indeed.com
- SimplyHired - www.simplyhired.com
- Glassdoor - www.glassdoor.com
- Trovit - job.trovit.com
- JobRapido - us.jobrapido.com
- Recruit.net - usa.recruit.net
- JobIsJob - www.jobisjob.com
- US.Jobs - us.jobs
- JobInventory - www.jobinventory.com
- CareerJet - www.careerjet.com
- ZipRecruiter - www.ziprecruiter.com

Premium job boards

- LinkedIn - business.linkedin.com/biz/talent-solutions/advertise-jobs
- Monster.com - www.monster.com
- SimplyHired - www.simplyhired.com
- JournalismJobs - www.journalismjobs.com
- Journalism Crossing - www.journalismcrossing.com
- JournaJobs.eu - <http://journajobs.eu>
- Mashable - jobs.mashable.com/jobs/search/results
- Mediabistro - www.mediabistro.com/joblistings
- NewsJobs.net - www.newsjobs.net
- Investigative Reporter and Editor - www.ire.org/jobs
- IJNet - ijnet.org/opportunities



Workable is affordable, online recruiting software. Get up and running in minutes, no downloads or training required.



POST JOBS EVERYWHERE

In less than 5 minutes post your job to all the major job boards and social networks



EVERYTHING IN ONE PLACE

No lost resumes, no missing feedback. Everything you need to hire, right when you need it.



ORGANIZE YOUR CANDIDATES

Candidate resumes are automatically organized for easy screening. Add notes and feedback

[TRY IT FOR FREE](#)