



JOURNALIST X2

Lifestyle (C Band)

As part of the S189 Restructure process, the above vacancies have become available. The successful incumbents will be responsible for producing high-quality digital first lifestyle content, leveraging multimedia formats, and driving innovation in storytelling. These positions require experienced digital first journalists with a strong lifestyle editorial background, excellent storytelling skills, and a deep understanding of digital first media trends.

Responsibilities:

Content Creation:

- Produce compelling and timely digital first lifestyle content, including news stories and multimedia elements.
- Innovate and experiment with storytelling formats to enhance audience engagement.
- Ensure that editorial content targets are met consistently

Multimedia Production:

- Create or source multimedia content, such as videos, podcasts, and interactive features, to complement written articles.
- Collaborate with the editorial, product development and distribution teams to develop visually appealing and immersive digital experiences.

News Coverage:

- Cover breaking lifestyle news events, conduct interviews, and report on relevant topics with accuracy and speed.
- Stay updated on lifestyle trends to provide timely and insightful lifestyle news coverage.
- Break exclusive stories consistently that are followed by other media.

Audience Engagement:

- Optimise digital content for online platforms, ensuring maximum reach and engagement.
- Utilise analytics and audience feedback to inform content decisions and enhance user experience.

SEO Optimization:

- Excellent knowledge of how to optimise content for search engines and improve discoverability.
- Implement SEO best practices to enhance the visibility of digital content.

Collaboration with Teams:

- Collaborate with the broader team to ensure a cohesive and integrated content strategy.
- Participate in editorial meetings and contribute ideas for content development.

Innovation and Trends:

- Stay abreast of digital media trends, emerging technologies, and audience behaviours.
- Propose and implement innovative approaches to digital storytelling and content delivery.

Quality Assurance:

- Uphold the highest standards of journalistic integrity, accuracy, and ethical reporting.
- Strict adherence to Independent Newspapers style guide
- Strict adherence to Independent Newspapers Press Code
- Strict adherence to deadlines
- Ensuring that stories produced are error free and of a publishing standard

Minimum Requirements:

- Bachelor's degree/ Diploma in Journalism, Media Studies, or a related field.
- Proven experience as a digital journalist with a knowledge on multimedia content production.
- Strong understanding of digital media trends, online news consumption, and audience behaviour.
- Excellent writing, editing, and storytelling skills.
- Familiarity with basic video editing tools, podcast production, and interactive content creation.
- Experience with SEO best practices and digital analytics.
- Commitment to journalistic integrity, ethical reporting, and diversity and inclusion.
- Must have a drivers licence & own vehicle

Independent Newspapers is committed to its Employment Equity and Affirmative Action plans.

All interested and suitably qualified applicants must submit a completed application form by no later than 12h00 noon on **Wednesday, 06th November 2024** to Human Resources at: vacanciescape@corporateservice.co.za