



**CONTENT MANAGER - POST**  
**(D Band)**

As part of the S189 Restructure process, the above vacancy has become available in the POST publication. The successful incumbent will play a pivotal role in driving the news content strategy, overseeing its production, and ensuring the highest standards of journalistic excellence on a daily basis. This position requires a seasoned news professional with strong editorial acumen, leadership skills, and a deep understanding of the digital news landscape

**Responsibilities:**

**Content Strategy:**

- Implement Independent Newspapers content strategy for news coverage, aligning with Independent Newspapers mission and audience expectations.
- Collaborate with cross-functional teams to integrate news content into broader content initiatives.
- Drive copy tasting and digital publishing of third-party content providers, wires and contributors.

**News Planning and Coordination:**

- Assist in the development of editorial calendars for news content, ensuring timely and relevant coverage across beats.
- Work closely with editors, reporters, and contributors to coordinate news production.
- Responsible for content management that will drive audience and reach

**Quality Assurance:**

- Uphold and enforce the highest standards of journalistic integrity, accuracy, and ethical reporting in news content.
- Review and edit news stories for clarity, coherence, and adherence to Independent Newspapers editorial guidelines where required.
- Pages are of publishing standard.

**Audience Engagement:**

- Collaborate with the editorial and production teams to optimise news content for online platforms, maximising audience reach and engagement.
- Utilise analytics and audience feedback to inform content decisions and enhance user experience.

**Breaking News Management:**

- Oversee the handling of breaking news situations, ensuring rapid and accurate reporting.
- Collaborate with reporters to develop compelling and informative breaking news content.
- Produce breaking news content when required.

**Multimedia Content:**

- Drive the use of multimedia content within the news domain, including videos, podcasts, and interactive features.
- Explore and implement new storytelling formats to enhance news content diversity and engagement.

**Collaboration with Stakeholders:**

- Work closely with marketing, product development, and executive teams to align news content efforts with overall business objectives.
- Build and maintain relationships with external partners, contributors, and industry stakeholders.

**Team Leadership:**

- Lead and inspire a dynamic news team, providing guidance, mentorship, and support.
- Foster a culture of innovation, collaboration, and continuous improvement within the news team.
- Foster a culture of delivery and accountability within the newsroom

**Minimum Requirements:**

- Bachelor's degree / Diploma in Journalism, Media Studies, or a related field.
- Extensive experience in newsroom management and editorial leadership in a digital news environment.
- Must have proven track record in writing content for the POST audience / target market
- Must have an excellent understanding of the POST content requirements.
- A thorough understanding of issues affecting Durban, KZN & SA in the context of the POST audience
- Have a flair for tackling and writing a wide variety of stories with a strong network and contact base within the POST Community
- Strong understanding of digital media trends, online news consumption, and audience behaviour.
- Exceptional editorial judgement and decision-making skills.
- Familiarity with multimedia content creation and digital storytelling.
- 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, 06<sup>th</sup> November 2024** to Human Resources at: [vacancieskzn@corporateservice.co.za](mailto:vacancieskzn@corporateservice.co.za)