



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

**Responsibilities:**

**Content Creation:**

- Produce compelling and timely digital first content, including news stories, features, 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 news events, conduct interviews, and report on relevant topics with accuracy and speed.
- Stay updated on current affairs and trends to provide timely and insightful 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.
- Provide a mentorship role to junior colleagues.

**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 content 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.
- 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
- Must have and be able to supply a contactable list of high profile contacts within the POST Community.
- 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, 06<sup>th</sup> November 2024** to Human Resources at: [vacancieskzn@corporateservice.co.za](mailto:vacancieskzn@corporateservice.co.za)