

The Presbyterian Outlook
Job Description: Internet Content Manager
¼th time – 10 h/p/w

Major Skills and Responsibilities

1. Internet savviness, regular engagement in the leading social networking sites and an ever-growing attentiveness to new trends.
2. Awareness of the Presbyterian Church (U.S.A.) community, especially those actively online.
3. Daily (or almost daily) online activity, in order to stay current in news, correspondence, posting, etc.
4. Ability both to take initiative and to follow under the oversight of the Editor and in coordination with the Website manager.

Initial project:

To coordinate for *The Outlook* the redesign of the existing Web site in partnership with our Website Manager Dean Mead of Lifework Media. Goals being:

1. To dress up the site aesthetically to match the redesign of the magazine rolled out in January, 2010;
2. To maximize the site's social network potential (Facebook, Twitter, YouTube, LinkedIn, Constant Contact) to help *The Outlook* strengthen its role as the "Village Green" for Presbyterians;
3. To spearhead the posting of photos and videos to the Web site, plus launch and lead video broadcasting;
4. To increase potential income via advertising on the site, and in the process;
5. To coordinate the Web master's development of APPS for use on I pads, I phones, Droids, etc.
6. To strengthen the pres-outlook ranking in the search engines.

Schedule: Begin Feb. 1, finish March 31.

Implementation fee of \$2,000.

Description and Nature of Ongoing Work:

1. To spearhead the utilization and integration of Facebook, Twitter, YouTube, Constant Contact (we presently have about 17,000 contacts) and other emerging social media platforms for complete online integration. To boost site traffic via circulating breaking news reports, professional development opportunities, etc. ...to be "the new generation of telephone operator, connecting, forwarding, and sharing information about the Presbyterian church."
2. To serve as Web Editor by aggregating leading bloggers. The blog network would allow bloggers to write and host their own content at their own blogs, but also post it at the Outlook website. The ICM would spearhead a process of recognizing and showcasing the most significant bloggers, and s/he would organize blogging festivals around certain topics (Advent, changes to the

- Book of Order, news articles, etc.). The work of the Christian Century blog network (<http://www.christiancentury.org/blogs/ccblogs-network> and <http://www.christiancentury.org/blogs>) is a good model to consider tweaking for Presbyterian purposes. This option would need to be considered in the initial website redesign.
3. To provide daily links to other news sources so that, along with the blogs, the pres-outlook site could serve as a Presbyterian Drudge Report site. The site could even provide daily links to devotional writings, weekly Presbyterian potluck recipes, stories of Presbyterians in the news, etc.
 4. To facilitate the efforts of the Outlook's Advertising Director in order to maximize the potential for ad revenue.

Organizational Relationships

1. Supervised by Editor
2. Works in close partnership with Copy Editor, Advertising Director.

Required Meetings and Hours

1. Contracted 10 hours per week
2. Participates in biweekly staff meetings – non-upload week Wednesdays at 10:00 am EST.
3. Participates in biweekly editorial meetings – upload week Fridays at 10:00 am EST.

To apply:

Please send resume to Jack Haberer: jhaberer@pres-outlook.org