

Role Profile

Job Title: Digital Media Executive / Associate Editor

Reporting to: Digital Lead

Contract period: 12 months

# Company Overview

Running since 1967, the IBC Show is “by the industry, for the industry” and is a crucial event in the calendar of broadcast and media professionals worldwide, providing an invaluable annual meeting-point for the industry. Following extensive independent research, IBC365 was born of the desire for more IBC-generated industry insight outside of the IBC Show, connecting the community of 1,700+ exhibitors and 57,000+ visitors and delivering year-round access to the wealth of knowledge held by IBC’s wide range of industry experts.

# Responsibilities

To focus on the day-to-day up keep of IBC365, including its editorial workflows and production of key content formats. The Digital Media Executive will gain wide-ranging exposure to a news and features environment within the media, technology and broadcasting industry.

# Tasks

* Develop and optimise IBC365’s editorial workflows, working alongside internal teams and external agencies to ensure their smooth running
* Receive, sub, furnish and publish all copy and images from freelance writers, as commissioned by the Commissioning Editor
* Source images / furniture as required and ensure documentation of appropriate licensing and permissions
* Champion the IBC365 upload workflow with an enthusiasm for accuracy, quality and consistency
* Produce written editorial content in key formats – news, press releases, trends, analysis, interviews – as required
* Produce social media copy in support of published content, IBC365’s editorial calendar and the IBC content strategy
* As requested, attend industry events and seminars in support of the above creation of written copy
* Collate & track invoices for editorial services. As appropriate, authorize or gain authorisation for payment
* As appropriate, produce and publish video content in support of IBC’s themes and content strategy
* Work with the Marketing team to create and share engaging content via social media
* Where required, provide guidance and training on editorial workflows and platforms
* Where necessary, upload commercial content, ensuring content is well presented and inclusive of digital content, eg links, video, charts, box-outs, surveys, tweets
* Support the editorial team with administrative duties and deputise for holidays and absences as required

# Skills/competencies

* Experience of content management systems
* Strong writing skills and journalistic experience
* A keen eye for detail and consistency – a natural guardian of house style
* Ability to learn new systems and technological concepts quickly
* Excellent organisational skills, with the ability to prioritise and multitask
* Experienced user of social media platforms for sharing of content
* High degree of accuracy and attention to detail
* Proficient use of Windows Microsoft Office: Word, Excel, PowerPoint

# Person specification

* Digital Platform management experience across CMS and Analytics
* Strong experience of editorial workflows and content management
* Knowledge of SEO tools and techniques
* Goal orientated and driven to succeed
* Excellent interpersonal skills
* Hardworking, enthusiastic and self-motivated
* Enjoy working collaboratively as part of a successful team

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