

HEAD OF CREATIVE

Oversee the design layout and visual impact of Next Media's marketing materials and products.

Roles and Responsibilities

1. Planning and overseeing the development of Next Media's creative content needs.
2. Heading brand campaigns, including submitting ideas for projects and overseeing the development of all creative content.
3. Supervising all work completed by Next Media's Creative section.
4. Working with executives and other creative leaders to set project deadlines and content goals.
5. Presenting project information, including deadlines and budgets, to executives and clients.

ONLINE DATA ANALYST

Manage and direct Next Media's digital Research and Development programs to meet our needs and capitalize on potential new products.

Roles and Responsibilities

1. Design and implement processes and solutions associated with required online data.
2. Oversee Next Media's Web and Social Customer Relationship Management.
3. Develop information tools, algorithms, dashboards, and queries to monitor and improve Next Media's digital performance.
4. Provide insights into key digital business deliverables.
5. Collaborate across Next Media departments and clients to define digital requirements.
6. Develop solutions using advanced mathematical, statistical, querying, and reporting methods.
7. Effectively identify and use current and emerging technologies.

ONLINE SUB-EDITORS (5)

Transform reporters' copy into tight, clear, and readable stories aligned with assigned Brand and platform guides.

Roles and Responsibilities

1. Assist the Online Editor in managing workflow, liaising with field teams daily to keep workflow on schedule.
2. Be the field content gathering team's point of contact for Next Media's digital content execution team.
3. Scheduling the team's daily and weekly targets according to role type.
4. Run daily status reports to monitor internal content creation processes for upload.
5. Maintain house-style documents, glossaries and training material.

LEAD CONTENT CURATOR - DIGITAL

Identify and collect suitable digital material from our content to facilitate Next Media's content marketing plan.

Roles and Responsibilities

1. Assist in managing the day-to-day website and social media content activities, including developing and curating content by gathering relevant information from relevant teams, organizing and repurposing existing content and assisting content creators in creating new content for the Next Media digital platforms.
2. Produce weekly updates of news and events spotlights on the relevant Next Media digital platforms.
3. Create content (text, photos and video) for Next Media's social media channels, including Facebook, Instagram, Twitter, TikTok, LinkedIn and others as briefed.
4. Liaise with Next Media's Strategic Content teams to create video projects, serving as project manager and logistics coordinator whenever needed.
5. Collaborate with Next Media's Strategic Content team to leverage content across platforms;
6. Maintain Next Media digital platforms' content schedules and occasionally function as a project manager for website content projects.
7. Review website and social media analytics with the Online Data Analyst to better understand performance, trends and audience interests. Adjust schedules and content accordingly, considering topics, platforms and formats. Apply data insights to recommend steps to improve digital performance. Feed information and recommendations to Next Media's Strategic Content team members for consideration in the production of future content assets.

LEAD WEB AND PLATFORM DEVELOPER

Develop and support digital systems and mobile apps, and provide technical leadership for assigned projects.

Roles and Responsibilities

1. Work with front-end developers to code web pages utilizing relevant computer coding languages and following industry standards.
2. Use the expertise of JavaScript and front-end frameworks to collaborate with developers, business partners, architects, and other groups to identify Next Media systems' technical and functional needs.
3. Assist in developing Next Media's web publishing systems, applications, and micro-sites.
4. Mentor junior web developers on technical issues and modern web development best practices and solutions.
5. Assist web developers in template development, testing, debugging, integration, and deployment per industry best practices and specific internal procedures and standards.
6. Contribute to task identification and work effort estimates for development and maintenance activities.
7. Participate in the analysis, definition, and scoping of new projects.
8. Consistently meet or exceed project deadlines.
9. Provide 2nd tier on-call support whenever needed.
10. Collaborate with business partners, other Information Technology (IT) teams and senior application developers to make recommendations for technology decisions.

SEARCH ENGINE MARKETER

Plan, develop and implement Next Media's Search Engine Marketing (SEM) and Search Engine Optimization (SEO) strategy.

Roles and Responsibilities

1. Develop, lead and mentor a team of SEM and SEO experts.
2. Carry out in-platform audits, design strategies, optimizations and approaches that will lead to best-in-class execution. Develop a test and learning agenda across keywords, audiences, copy and landing pages to iterate quickly towards profitable and scalable growth while managing budget and risk appropriately.
3. Build a comprehensive growth roadmap that encompasses audience targeting, buyer journey improvements, bid strategy optimization, content strategy, web architecture, content distribution, internal/ external linking, and technical performance, with a clear focus on prioritizing impact to effort.

4. Develop and refine performance dashboards, SERP monitoring solutions and processes for consistent audits. Report daily, weekly and monthly business performance and progress toward key growth initiatives.
5. Consistently stay on top of (and communicate) industry trends to identify new opportunities to improve targeting, production, and audience generation.

DIGITAL JOURNALISTS (15)

Create captivating news stories and content for assigned Next Media digital platforms.

Roles and Responsibilities

1. Generate and research story ideas that Next Media can utilize across our digital platforms.
2. Liaise with relevant stakeholders about stories several times a day.
3. Follow-up leads.
4. Visit scenes of breaking news.
5. Prepare and conduct interviews to be utilized across assigned Next Media digital platforms.
6. Writing articles for use on assigned Next Media digital platforms.
7. Edit audio and video for use on assigned Next Media digital platforms.
8. Writing supporting social media content for use on relevant Next Media digital platforms.

PLATFORM MANAGERS (10)

Lead day-to-day management of assigned Next Media digital platforms.

Roles and Responsibilities

1. Leverage project management tools and processes to lead and manage executions on assigned Next Media digital platform(s).
2. Other functional areas to plan, maintain and deploy platform software.
3. Improve processes to deliver results with quality and according to schedule.
4. Align processes, goals, priorities and ideas with the different stakeholders.
5. Understand the competitive and strategic position of the assigned Next Media digital platform and deliver best-in-industry products.
6. Work on various projects by integrating our marketing platforms with other marketing/sales systems.
7. Work with the Next Media ecosystem to ensure smooth and seamless productions.

COMMUNITY MANAGERS (15)

Develop and lead execution of assigned Next Media community content marketing plan.

Roles and Responsibilities

1. Gauge customers' views of assigned Next Media Communities using listening tools that monitor feedback and engagement.
2. Develop social media and communication campaigns that align with Next Media's marketing strategies.
3. Create engaging content, including text, images and videos, across various social media platforms.
4. Respond to viewers/ listeners/ readers' comments and queries promptly and professionally.
5. Work closely with Brand Managers and the Corporate Affairs office to ensure brand consistency.
6. Liaise with the Content, Commercial and Marketing departments to stay updated regarding Next Media's products and services.
7. Stay up-to-date with digital technology trends.
8. Prepare detailed weekly and monthly reports on targeted social media activity for assigned Community.