



Brand Journalism Roles & Responsibilities

The following is an example of how a brand journalism team might be organized in a large to midsized communications team. Note that every organization is different, with Brand Journalism roles and responsibilities assigned according to each team members' experience, strengths and weaknesses, and other responsibilities.

Executive Editor

Ensures content is aligned with organization's strategic goals. Leads monthly News Desk meeting. Sits in on daily and weekly meetings. Participates in story planning sessions. Reviews metrics and marketing efforts for the News Site. Sits in for managing editor when necessary. *Contributes one to two stories a month.*

Managing Editor

Manages and oversees editorial process. Recruits new contributors for the site. Works with writers to resolve issues and reporting roadblocks. Pitches stories to media outlets and handles media requests. Leads daily News Desk meeting. Directs news-jacking and breaking news. Edits content. Posts content to the news site. Participates in monthly and weekly meetings. *Contributes two to three stories a month.*

Content Editor

Manages weekly news meeting and coordinates assignments. Coordinates video, photography and infographic assignments. Works with writers to resolve issues and reporting roadblocks. Edits copy. Posts content to the news site. Participates in monthly and daily meetings. Sits in for managing editor when necessary. *Contributes two to three stories a month.*

Staff Writer(s)

Covers news and features as assigned. Develops story ideas and pitches. Assists with social media content. May cover a specific beat. Participates in monthly, weekly and daily meetings. *Contributes three to four stories a month.*

Social Media Editor (sometimes overlaps with another role): Oversees social media channels. Writes compelling tweets, Facebook posts, etc., to promote stories. Scans the social media landscape for story ideas, retweets and engagement possibilities. Designs social media campaigns to fuel interaction on the News Site. *Contributes two to three stories a month.*

Staff Videographer (sometimes overlaps with staff writer and/or staff photographer)

Shoots and edits video and photos. Develops video ideas for news coverage and features. Manages video archives. *Contributes several videos a month.*

Staff Photographer (sometimes overlaps with staff writer and/or staff videographer)

Shoots photos for news stories and events as assigned. May also shoot video as assigned. Creates photo galleries and slide shares. Maintains photo archive, including tagging. Participates in monthly, weekly and daily news meetings. *Shoots for most stories; contributes one to two photo essays per month.*

Content Coordinator

Maintains editorial calendar for story pitches, stories in progress, stories in review and posting. Manages shared folders and archives. Coordinates with marketing to develop and post ads to the News Site and the News Feed. Manager for project scheduling, internally and externally, including print vehicles, web site content, infographics, photos and video. Attends monthly, weekly and daily News Desk meetings. *May contribute one to two stories a month.*

Contributing Writer(s)

Contributes content as assigned. Participates in monthly and weekly News Desk meetings, and daily meetings to fill in for others. *Contributes one to two stories a month.*