

DIGITAL MEDIA EDITOR

Position Summary

The Digital Media Editor (**editor**) collects, curates and creates substantive information of interest to NABE members and manages its publication and/or promotion on the NABE website (www.NABEnet.org) and through social media. In addition to the editor's focus on development, distillation and distribution of substantive content, the editor also will assist in the promotion of NABE events and resources through web reporting and social media. The editor will work to develop website and social media strategies through communication with assigned staff of the American Bar Association Division for Bar Services (DBS) and with the chair of NABE's Website/Knowledge Management Committee.

Responsibilities of the editor include:

- Work with assigned DBS staff to maintain on the website NABE-owned content, or that collected through NABE resources, such as documents, guides, handbooks, policies, procedures, short and long term plans, graphics, multimedia, and any other collateral information deemed as appropriate content for the NABE website in general.
- Maintain a robust presence on social media using Facebook, Twitter and LinkedIn, and other social media channels which may be later identified as appropriate, by following member bar associations, legal news, legal nonprofit organizations, law schools, etc. Communicate with assigned DBS staff and approved volunteer members on the use of social media and its interaction with the website.
- Identify new content opportunities and ways to repurpose existing content throughout that part of the site for which the editor is responsible and, as needs evolve, manage submission of content updates to the NABE website by member-contributors.
- Proactively seek sources of content from amongst NABE individual members and member groups.
- Adhere to editorial and quality assurance processes, collaborating with assigned DBS staff as needed in the development of guidelines. Proofread and edit content for AP style and accuracy, focusing upon consistency, grammar, spelling, and punctuation. In addition, review the visual aspects of postings, including font, layout, style and graphics to ensure quality and consistency throughout digital communications.
- Employ website best practices for both end user and in-house content contributor usability.
- Locate and fix content problems, for both the end user on the website and in the content management system.

- Participate with others, as appropriate, in dialogues with the website development company if and when changes or repairs to the site are anticipated or required.
- With assistance from DBS staff, assess performance of the NABE website overall and social media through the use of Google Analytics data, user feedback, and other analysis tools, and make recommendations to the Website/Knowledge Management Committee based on these analyses.
- Serve as a resource to various NABE entities for development of conferences and workshops.
- Serve as an ex-officio member of the NABE Website/Knowledge Management Committee.