

## Job Advertisement - Digital Managing Editor

*American Scientist* magazine, a publication of Sigma Xi, The Scientific Research Honor Society, seeks a Digital Managing Editor. The magazine is based out of the Society's headquarters in Research Triangle Park, North Carolina.

*American Scientist* has been in print since 1913. The magazine is editorially independent but is aligned with Sigma Xi's mission to enhance the health of the research enterprise, foster integrity in science and engineering, and promote the public understanding of science for the purpose of improving the human condition. The magazine, which is distributed to members of Sigma Xi and independent subscribers, is also sold on newsstands nationwide and internationally, and can be found online; it has an estimated readership of about 50,000.

### POSITION SUMMARY

The successful candidate will have at least three years' experience in each of the following areas: Experience managing Drupal-based web-content management systems is essential and required. Experience with HTML is also essential and required. Experience with audio/video and multimedia production, social media, science writing and editing, and knowledge of the market for general-interest scientific information online is highly desirable. Demonstrated skills in science communication under deadline are indispensable. Extensive experience with vendor management, including project specification and issues management are required. A familiarity with social media strategy and SEO is a plus. The position requires tact, patience, and clear thinking under pressure, and the ability to manage complex tasks with little or no supervision.

The ideal applicant will have a combination of technical skill and editorial expertise, and the ability to autonomously handle high levels of responsibility, including in interacting with Sigma Xi members and *American Scientist* subscribers in a customer-service capacity.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with editorial staff to post each new issue and other content online (blogs, podcasts, videos, slideshows, etc.), troubleshooting problems as they arise. Take magazine issues files in HTML format and enter them into the content management system, and coordinate review with staff.
- Manage, research, and create new and existing social media posts with content from and related to *American Scientist* (including, as appropriate to journalistic norms, Sigma Xi content) that drives engagement.
- Write, interview, record, and produce audio, video, and other interactive content with the use of audio/video equipment, editing software, script writing, and interviews (own or others).
- Contribute to proofreading and troubleshooting of the digital edition of the magazine.
- Plan, write, edit, mail, and maintain electronic newsletters, coordinating the work of staff contributors as appropriate.
- Research, negotiate, commission, approve, maintain, and troubleshoot new digital functionality and initiatives as needed or as requested by users, staff, and partners. Reconcile competing priorities and communicate clearly with all stakeholders.
- Field and troubleshoot inquiries from Sigma Xi members, staff, subscribers, visitors, site licensees, advertisers, and external partners regarding website functionality, including issues with accessing content or logging in, and coordinating queries with fulfillment provider for subscribers as needed.
- Negotiate with external partners—service providers, CrossRef, search engine optimization services, mobile platform providers, etc.—to ensure smooth integration with the *American Scientist* and Sigma Xi websites.
- Develop functionality and process for producing digital features, in coordination with features editor.

- Manage locally hosted advertising on the site and in newsletters for the advertising manager.
- Contribute editorially to the magazine and its website with articles, blogs, podcasts, and videos, including proofreading and copyediting, as time permits.
- Offer input on the evolving design, structure, and functionality of the *American Scientist* and Sigma Xi websites.
- Help guide SEO and social media strategy for the *American Scientist* and Sigma Xi websites
- Identify and participate in the creation of partnerships with other organizations to help further Sigma Xi's mission to bring science to the public.
- Track, eliminate, and otherwise respond to copyright infringement as needed, tracking down and taking steps to have *American Scientist* content removed from other websites, including fraudulent copycats, and elevate as necessary to Sigma Xi CEO in order to involve attorneys.

## **SUPERVISORY RESPONSIBILITIES**

**Manages projects, not staff, but occasionally needs to recruit and lead freelancers or contractors for projects.**

## **EXPECTED METRICS**

- Update the *American Scientist* website with a new issue every two months by working with editors and the CMS system.
- Successfully manage, write, and send the *American Scientist Update* eNewsletter monthly.
- Define changes and update the website as needed, including front-page materials, with blog content, podcasts, and videos, and porting over content into new formats as needed (e.g., updating RSS feeds, mp3 to m4a, Vimeo to YouTube, old CMS to new CMS).
- Produce, film, and edit multimedia pieces for the website and for Sigma Xi as journalistically appropriate and/or time allows.
- Manage, write, and edit content daily for *American Scientist's* Facebook, LinkedIn, and Twitter accounts, as well as others as appropriate.
- Track and report on social-media and web-related metrics (e.g., Google Analytics).
- Interface with website platform provider to ensure the functionality of the website meets what has been contractually obligated by providers.

## **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED**

- Website design/development including HTML, CSS, CMS (Drupal), and overall functionality, including user-authentication systems, troubleshooting, creating solutions, and testing website.
- Knowledge of Drupal-based content management systems is essential.
- Customer service, whether interacting with Sigma Xi members, staff, subscribers, visitors, site licensees, advertisers, and external partners.
- Social networking strategies and implementation.
- Science writing and editing in Chicago/AP Style is helpful.
- Skills in audio/video production, editing, and promotion.
- SEO, website and social media analytics
- Knowledgeable in Adobe Creative Cloud programs (Premiere Pro, Flash, After Effects, Photoshop, InDesign) and other programs as appropriate to the position (e.g., Hindenburg Pro, iMovie, Microsoft Office, etc.).

## **EXPERIENCE REQUIRED**

- At least three years' experience in managing web content management systems and knowledge of the market for general-interest scientific information online.
- At least three years in audio/video production including use of equipment, editing, scriptwriting, and interviewing.

- At least three years' experience in effectively communicating in various multimedia formats, including writing, blogging, photography/slideshows, podcasts, and video editing others' work, in best practices for posting to external sites (e.g., YouTube, SoundCloud), and in promoting it on social media.
- At least three years' experience in HTML coding, including knowledge of CSS.
- Experience using Drupal-based content management systems.

## **EDUCATION REQUIRED**

- Master's degree in journalism, communications, or a science or web area—or a bachelor's degree with significant journalism, communication, web development, interviewing, and multimedia production experience.

## **EXPERIENCE/EDUCATION PREFERRED**

- Ability to partner with other departments to write requests for proposals for website upgrades and oversee the budgeting and full implementation of those upgrades, including recruiting and managing others for website testing, as needed.
- Ability to work with other departments in creating animations and interactives.
- Basic knowledge of photography practices, including cropping, color-correction, and optimizing for publication to the web.

## **WORK CONDITIONS**

This is a full-time hybrid remote/office position based out of the Research Triangle Park headquarters. Some night and weekend work are occasionally required.

## **COMPENSATION AND BENEFITS**

Salary commensurate with experience. Employer-sponsored health insurance with the option to select between comprehensive, valuable plans. Premier dental and vision plan. 403(B) retirement plan, to which the employer begins contributing upon completion of one year of service. Short-term and long-term disability upon completion of one year of service. Generous paid time off including vacation, holidays, personal/sick days, and parental leave. Flexible scheduling, depending on the position.

## **PHYSICAL DEMANDS**

This position requires the ability to sit or stand, speak, hear, see, and lift small objects up to 10 lbs. The physical demands described here are representative of those that must be met by the individual to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Sigma Xi offers competitive salaries, attractive benefits, and a collegial work environment.  
Please send a resume and cover letter indicating salary requirements to:**

**Jasmine Shah**

Director of Finance and Administration  
**Sigma Xi, The Scientific Research Honor Society**  
 Post Office Box 13975  
 Research Triangle Park, NC 27709-3975  
 Email: [hrdept@sigmaxi.org](mailto:hrdept@sigmaxi.org).

***Sigma Xi is an Equal Opportunity Employer.***