



NAFB News Service Editor

Position Summary

The NAFB News Editor manages the daily and ongoing operations of the NAFB News Service, including soliciting, editing and producing story content submitted by member broadcasters and providing contract services to client organizations. The News Editor coordinates communication and maintains relationships with a variety of participating contributors, partners and vendors. The News Editor is responsible for the work of any freelance or contract content suppliers. This position reports directly to the Chief Operating Officer.

Job Functions

1. Manage daily and ongoing News Service content and menu

- Solicit and enhance story contributions from NAFB Broadcast Council members, preserving the integrity of the News Service in all postings.
- Personally report on major national agricultural stories if not otherwise covered by other content sources.
- Identify, acquire, and manage contributions from freelancers, stringers, and third-party vendors; coordinate payment for same with the Operations Director.
- Manage daily National Ag News and News Service postings summary reports, as well as coverage of key hearings and conferences and other timely news events, as priority items.

2. Maintain a consistent standard of excellence in serving contract clients

- Work with clients to ensure their messages are delivered as agreed upon, and consult with clients on the best ways to communicate their messages – preferably in conjunction with breaking agricultural news.
- Enhance pre-produced story contributions from clients to preserve integrity of news partners and the News Service.
- Conduct interviews as desired by client, demonstrating the professionalism of News Service staff.
- Produce final work in a timely manner, ensuring newsworthiness of the client story and satisfaction of client.

3. Communicate/nurture relationships with NAFB members, partners and vendors

- Maintain communication with – including monthly conference calls -- and maximize the input potential of the News Service Working Group, to enhance operations.
- Engage the greatest possible number of member broadcasters in contributing and/or using shared stories as a key NAFB membership value.
- Update Broadcast Council members daily on stories available through the News Service (i.e. News Service Notes email newsletter).

4. Ensure needed task/workload redundancy and continuity of operations

- Position and ensure needed workload redundancy and back-up to all critical functions and tasks, including with participating members from remote locations.
- Ensure daily tasks are covered and contracts with contributors are maintained.
- Establish and communicate responsibilities and expectations to support staff, and – as applicable -- promote access to professional development training opportunities.

5. Assist in NAFB Convention and Washington Watch implementation

- Assist in the coordination of media and news room needs at annual NAFB events.
- Assist with any requested special content for annual programs.
- Ensure News Service continues to function during annual NAFB events.
- Network with clients, members, sponsors and potential clients.

Desired Outcomes

NAFB Broadcast Council members perceive the News Service as a vitally important supplement to their own news-gathering efforts.

Clients perceive News Service to be a highly effective distribution system for their public relations messages.

NAFB members will feel connected to NAFB as an organization, and supplier/partner relationships will be stable.

By ensuring needed task/workload redundancy and continuity of operations, functions of the Editor may be fulfilled, and the News Service will successfully operate in the absence of the Editor.

Contribute to the success, profitability, and perceived value of each NAFB event.