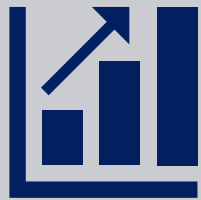


# Growth Editor



GROWTH



EDITOR

# Growth Editor, BBC, North Africa

The Growth Editor is the growth champion for the El Kul Libyan social media platform. The successful applicant will work **with the Editor**, a team of staff and freelance social media producers, and media trainers and mentors, to deliver significant and sustainable **increases in reach and engagement** with El Kul, in line with the project's objectives.

<https://www.bbc.co.uk/mediaaction/jobs/growth-editor-north-africa-2020>

## Job purpose 2

---

This involves **identifying new audiences** that El Kul should **reach, creating a strategy to reach them, implementing that plan** with the production team, **monitoring the performance** of the plan and adapting it according to the findings and the evolving context in Libya.

# Job purpose 3

---

We are looking for someone with a deep and cutting-edge understanding of how to **grow an audience on Facebook, Instagram and other social media platforms**. You must be as comfortable using tools such as **Google Analytics** as you are **pitching to an editor**, managing boosting, or guiding story producers to try new tactics to better engage their audiences.

# Duties

---

- Fully understanding the purpose and structure of the El Kul project, its history, and evidence of its recent impact and reach.
- Pinpointing appropriate and strategic new audiences on social media and beyond.
- Engaging and interacting with our communities across social platforms and studying research findings and analytics to determine what audiences want from El Kul.
- Analytics. Lots of analytics.

# Duties

---

- In close collaboration with the Editor, leading the editorial process to grow these new audiences, and engage all audiences, by pitching new sources of stories, identifying topics and themes that will resonate with social media audiences, and planning targeted content production accordingly.
- Directing producers to develop and distribute content to these strategic new audiences.

# Duties

- Using quantitative and qualitative sources, providing feedback on performance and engagement with El Kul to editors, project managers and staff and freelance content producers.
- Continuously tracking and reporting to the Editor and Project Manager at least weekly on progress towards formal project targets and indicators and being ready to explain this progress to other colleagues, partners, and donors.

# Essential knowledge skills and experience

要求较高的技能

- A track record in formulating, and being a key part of the implementation of, strategies that have **delivered proven audience growth of over 25% per year for social media platforms with audiences of more than 100,000.**
- Curiosity about, and in-depth understanding of, the latest **global and regional trends in digital media consumption**, publishing best practice, online analytics, audience behaviour, real-time data tools and emerging technologies.



# Essential knowledge skills and experience

Practical skills to a global professional standard, and at least three full years' experience in using, the tools currently needed to analyse audience and visualise social media data, including:-

- tools for monitoring and understanding audience behaviours such as **ComScore** and **Chartbeat**; 付録
- social media data tools such as **SocialFlow**, **CrowdTangle**, **Dataminr**, **Spredfast** and **Social Bakers**; SNS-유입량
- statistical analysis and modelling tools such as **Excel** and **OpenRefine**;
- visualisation tools, including **Plotly** and **Tableau**; 可視화 도구
- presentation tools including **PowerPoint**, **Google Slides** and **Prezi**.

# Essential knowledge skills and experience

---

- Evidence of having an entrepreneurial attitude and being a problem-solver, a detailed reader, and a creative thinker.
- A BS or BA in journalism or digital marketing and at least two years' experience working as a media producer applying international production and editorial standards, or a university degree in an unrelated subject with at least four years' working experience in the media sector.
- Proven ability to work collaboratively with different departments and disciplines to deliver shared audience objectives.
- Excellent communication skills and direct personal experience of successfully assisting producers to shift their production and dissemination practices in order to grow reach and engagement.

## Desirable skills, knowledge and experience:

---

- Understanding **Libyan youth audiences** and the **wider media market** in Libya. 当地 .
- Understanding of conflict dynamics and peacebuilding and/or development initiatives in Libya.
- Experience with the editorial standards of the BBC or an equivalent global public service media organisation.