



Online Editor / Newswriter/ Journalist

Employer: CBS Creative Business Solutions
Location: Tirana
Status: Full Time

Background

IntoAlbania (Innovative Tourism in Albania) is a three-year USAID and Sweden funded program supporting the development of tourism in Albania. The project implemented by CBS, aims to lead transformation and developments in tourism by implementing **digital and technology solutions** to connect tourists with the best of Albania's identity, culture, heritage, nature, authenticity and local economies. As part of its intervention, IntoAlbania will develop intoalbania.com, a digital tourism destination platform in Albania. IntoAlbania.com is built upon a value proposition which *informs* and *promote* essential aspects of Albanian tourism while also offering tourism related *services* and transactions.

General Scope of the Position

The Online Editor/Newswriter/ Journalist is responsible for developing feature stories and written content for IntoAlbania.com digital platform as well as tourism and travel related narratives. He/ she will develop inspirational written content about Albanian tourist destinations, nature, cities, arts & culture, traditions, heritage, museums and sites, traditional food, folklore, events etc. The Online Editor/Newswriter/ Journalist will provide a crucial contribution in the development of authentic content for IntoAlbania digital platforms and further feed the website and app with new, creative and fresh articles. He/she is responsible for maintaining the site's publication flow and provides continuous content to the portal.

The Online Editor/Newswriter/ Journalist will be engaged with social media duties such as posting new materials, act on the frontline by interacting with followers in real time on various web platforms. The ideal candidate should be highly inquisitive, excellent feature stories writer, very updated and proficient in contributing to the web and social media, handling photos, cool under pressure, good at absorbing information quickly. This position reports to IntoAlbania Digital Tourism Development Expert and Project Coordinator.

Duties & Responsibilities

- Responsible for developing, maintaining and publishing content for IntoAlbania.com and its social media pages, **enacting the IntoAlbania editorial policy**;
- Contributes in fresh, authentic and unique content development for IntoAlbania platforms, including development of well-written inspiring content on the best aspects of Albanian tourism such as nature, arts, culture, heritage, experiences and key tourism destinations;

- Takes responsibility for content of various sections of the website, ensuring consistent high quality, good inclusive writing, great visuals;
- Researches and covers specialist interviews, attends and reports about the cultural and other thematic events related to tourism;
- Develops blog-style content;
- Originates new ideas, propose ways to link stories thematically and to add in depth coverage on issues;
- Edits, reviews and improves content developed by internal and external content writers while assuring content quality;
- Identifies opportunities for media coverage as well as through innovation and utilization of social media to maximize public awareness of the portal articles;
- Manages and cultivates relationship with key stakeholders that provide informational sources and links disseminated by IntoAlbania community;
- Ensure top quality and consistency of messages across multiple networks;

Skills and Qualifications

- Advanced university degree in media, communication or equivalent background.
- At least 5 years of experience with written communication projects or equivalent journalistic skills.
- Proven writing, editing ability and familiarity or experience with electronic media channels.
- Fast learner with previous familiarity or ability to quickly learn CMS (Content Management System) platforms.
- Creative and flexible, skilled at visual layout, and handling photos
- Smart, active and savvy social network user with high connectivity and influence.
- Strong knowledge and understanding of the digital media landscape, including various social media websites as Facebook, You Tube, Twitter, Instagram, blogs etc.
- Team player determined to get things right and able to work harmoniously with colleagues.
- Ability to multitask and able to report news items in a concise, organized, and effective manner meeting deadlines.
- Excellent verbal and written communication skills in English language.

How to Apply:

Interested applicants should submit a brief cover letter and a current resume before **31/10/2017** to info@cbs.al and include "Online Newswriter" in the subject line.



About CBS

Creative Business Solutions (CBS) is an economic development organization with consulting and project implementation expertise in Tourism, Agriculture, Access to Finance, Green Energy etc. In partnership with USAID, Sweden and other international donors, CBS has implemented several innovative projects with higher development impact on new investments, new jobs creation and economic growth.