



Journalist & Content Developer

Employer: CBS Creative Business Solutions
Status: Full-Time

Background

IntoAlbania (Innovative Tourism in Albania) is a 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 the global traveler with the best of Albania's identity, culture, heritage, nature, authenticity and local economies. At the center of the intervention is IntoAlbania.com, a leading destination marketing platform of Albanian tourism. The site informs and promotes the essential aspects of Albanian tourism while also offering tourism related services and booking transactions.

General Scope of the Position

Content Developer is responsible for developing inspirational written content for IntoAlbania.com digital platforms including destinations, nature, cities, arts & culture, traditions, heritage, museums and sites, traditional food, folklore, events, local businesses etc. He/she will provide a crucial contribution in the development of authentic content and feed IntoAlbania platforms on an on-going basis with new, creative and fresh articles. Content Developer is responsible for maintaining the site's publication flow and produces new content and writing in an interesting and appealing manner. Content Developer collaborates with Content Editor to create new editorial products for IntoAlbania. This position reports to Content Editor and Project Coordinator.

Duties & Responsibilities

- Creates original & inspirational writings, features, blog content and stories for IntoAlbania platforms;
- Contributes in unique content development, 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;
- Creates sponsored content featuring select authentic businesses and provides quality digital advertising services to local business partners;

- Responsible for developing, maintaining content for IntoAlbania.com enacting the IntoAlbania editorial policy;
- Publishes content through CMS (Content Management System);
- Reviews articles, features and story submissions from external content writers and program contributors;
- Takes responsibility for content of various sections of the website, ensuring consistent high quality, good inclusive writing, great visuals;
- Originates new ideas, proposes ways to link stories thematically and to add in depth coverage on issues;
- Collaborates with Content Editor to create new editorial products for IntoAlbania platforms that encourage website traffic and popularity;
- Identifies opportunities for media coverage as well as through innovation and utilization of social media to maximize public awareness of the portal articles;
- Contributes in creation of content for print travel products including maps, brochures and travel guides;
- Supports IntoAlbania program events and external communication through professional press release documents;
- Produces feature articles and written content that complies with ethical codes of practice and legal guidelines on author's rights.

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 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 September 08th, 2019 to info@cbs.al and include "Journalist & Content Developer" in the subject line.

About CBS

Creative Business Solutions (CBS) is an economic development organization with consulting and project implementation expertise in Finance, Agriculture, Tourism, Green Energy etc. CBS partners with international donors to implement development projects primarily relating to access to finance, tourism and agriculture. The organization works with highly qualified partners to develop technology-oriented products including IntoAlbania.com, IntoAlbania app, Agroweb.org, LORES, AGIS etc. Since it started in 2013, CBS has implemented 21 development projects with a combined \$7.8 million budget. It employs more than 40 professionals through a head-office in Tirana and three local branches, Fier, Korce and Peshkopi. www.cbs.al