Company: Cengage Learning (http://www.cengage.com/)
Job Title: Media Editor
Description:
The Media Editor (ME) plans and develops all digital media titles within textbook or product families to meet or exceed market demands, budget requirements, and schedules. The ME conceptualizes new and effective product strategies; effectively collaborates with acquisitions, technology, and marketing partners; and successfully executes competitive product plans resulting from market analysis (reviews, internal/external market research, surveys, etc.) through competitive benchmarking, and other market analysis. Product strategies will include digital and hybrid products in formats currently known or yet to be developed.

Key Accountabilities:
Handle product and project management for title-level products and services.
- Conceptualize and develop plans for media products, including business requirements, schedules, and budgets.
- Develop and manage key media products to meet objectives for customer acceptance, scope, schedule, and budget.
- Participate in and drive product research activities, including reviews, surveys, focus groups, and customer interviews.

Act as the champion for title-level media projects.
- Work with editorial and technology partners within Cengage to ensure that all projects meet established guidelines and, whenever possible, work within established product models and/or templates.
- Attends and is responsible for media within all discipline specific PSR meetings.
- Work with marketing on the messaging and tools for the marketplace.

Work with Sales and Marketing, as the product champion for media products.
- Travel to campuses, discipline meetings, sales meetings to support the digital media products, as well as, to have an advanced knowledge of market trends and customer profiles.
- Attend technology conferences to stay informed of the most current technologies and applications in the entire arena of media.

Education:
Bachelor’s degree in related field or equivalent experience required.

Skills:
A minimum of 3 years experience in technology product development and project management required. Instructional design and/or publishing experience preferred. Knowledge of the educational marketplace preferred. Must possess excellent interpersonal, creative and conceptual abilities combined with strong entrepreneurial drives in order to develop profitable product. Must be well organized while at the same time flexible enough to be able to work effectively in a wide range of situations with authors and editorial personnel. Must be familiar with basic technical skills, such at HTML, XML, Javascript, and have a working familiarity with basic software packages, including Microsoft Office, Macromedia Dreamweaver, FTP utilities, and project management utilities.
Company: Central Intelligence Agency (CIA), (https://www.cia.gov/index.html)
Job Title: Graphic Designer - Interactive Multimedia Emphasis
Description:
Would you like the opportunity to work on the most important intelligence issues of the day? Consider a career in the CIA's Directorate of Intelligence. This position is for a graphic designer, with excellent skills in interactive multimedia. You will be a member of a team responsible for the production of interactive multimedia products that will be used to present complex intelligence analysis to senior policymakers, including the President of the United States. Opportunities exist to participate in internal training as well as external workshops and conferences.
Minimum requirements: Bachelors degree in graphic design, or fine art with a strong emphasis on graphic design, and with a GPA of at least 3.0 (on a 4.0 scale). Applicant should have some experience in Macromedia Flash and must be familiar with, and have an interest in, authoring/programming with Actionscript. A portfolio of two to three products will be required from applicants considered for this position. Excellent interpersonal skills are required to work and interface with customers, coworkers, management, and contractors. Candidates should have knowledge of multimedia production tools and methodology, and a strong technical aptitude to quickly learn new software and hardware. Excellent oral and written communication skills are highly desired. Starting salaries are competitive and depend on qualifications and experience.

Company: SEMPO (http://www.sempo.org/home)
Job Title: Interactive Media Coordinator
Description:
The Interactive Media Coordinator will be responsible for online ad trafficking, reporting, account management, invoicing, RFP development, online research and writing, and some client management.

The Interactive Media Coordinator will assist the Media Director in all stages of the execution of online buys and client management. This is a great opportunity for someone with a junior level background in Interactive Marketing, Online buying/planning/analysis or similar skills to grow into a more senior role.

The position is an integral part of the account team alongside Account Executives, Affiliate and Web Analytics teams, Marketing Analysts, Media Buyers and Creative Designers with whom he/she will coordinate to achieve tangible results and present measurable ROI back to our diverse clients.

POSITION RESPONSIBILITIES:
• Responsible for trafficking, reporting and assisting the Media Director in the coordination and execution of online marketing campaigns which utilize the wide range of channels available including contextual marketing, banners, interstitials, P2P syndication, newsletters, email, blogs and more
• Conducting research and putting together spreadsheets and Power Point presentations.
Uncovering new interactive marketing trends/research/technologies to enhance planning and
Experience:
• BA/BS degree
• 1-3 + years of related interactive media planning/buying/research/etc experience developing
comprehensive campaigns that utilize unique and innovative ways to reach targets and
stimulate response
• Strong knowledge of the interactive marketing arena including emerging technologies
• Good understanding of Interactive media, Excel, Power Point essential.
• Excellent communication skills (written, verbal) and ability to interface directly with clients in a
professional manner
• Detail oriented and extremely organized
• Self-starter with ability to define objectives and effectively manage time in a fast-paced
environment

Job Title: CBS Interactive: Product Manager, CBS Mobile News
Description:
Manage end to end mobile news projects from creation through launch
• Manage the distribution of CBS Mobile News products on/off-deck
• Collaborate with partners to implement and manage technical product features; supports
ongoing partner relationships, and handles issues related to product malfunctions
• Creation of detailed and comprehensive mobile product requirement documents
• Takes ownership of issues and drives them to resolution in a timely fashion
• Operates independently, juggling multiple tasks and projects simultaneously in a results-
oriented environment
• Evaluate opportunities to bring online and third party news content to mobile users
• Manage the marketing process including the creation of on-air, online, and mobile web
promotions
• Manage upgrades, rebuilds and additional porting of applications
• Develop reports for internal auditing and monitoring of services
• Act as liaison between Current, Ad/Promo, Technology, Production, Legal, & Marketing
• Manage staff and schedules as assigned

Required Skills/Experience:
• Must be a mobile expert – extremely knowledgeable and on the cutting edge of mobile
applications, WAP, SMS/MMS technologies, mobile media, emerging mobile technologies, and
mobile marketing
• 3 years of experience in new media, WEB or Wireless project management, product
management, or product marketing with some understanding of consumer research, data
mining, product strategy, pricing, and online promotion
• 3 years of experience in a local or broadcast news environment, with an understanding of best practices of good journalism, news gathering, video production and copy editing
• Experience writing Product Requirement Documents (PRD’s) and forecast models
• Experience working with and account managing wireless carriers, developers, and/or other mobile service partners
• Ability to work well under pressure and manage multiple tasks simultaneously, business writing skills required

Preferred Skills/Experience:
• Experience in XML, HTML helpful
• Minimum Education Level: Bachelor’s Degree; Major: Business, Journalism or related field

Company: American Civil Liberties Union (ACLU) (http://www.aclu.org/)
Job Title: Public Education Associate
Description:
• Help coordinate outreach and communications efforts with other reproductive rights organizations
• Maintain the Project’s public education events calendar, coordinate the submission of proposals for speaking engagements and Project materials for presentation at various events
• Expand and maintain the Project’s reproductive rights press lists to ensure maximum media exposure of the Project’s work
• Advise ACLU affiliates engaged in public education initiatives involving reproductive rights
• Prepare Project spokespeople for media appearances and public speaking engagements
• Draft press releases, opinion pieces, fact sheets, web materials, blog entries, and other Project publications
• Develop strategic communications plans for Project legal cases and other activities
• Assist in developing strategic press strategies, and draft talking points and other materials for affiliate use
• Assist in pitching feature-length stories, editorials, and ACLU commentaries and op-eds to targeted media outlets on reproductive rights issues
• Maintain ACLU’s reproductive rights web pages and develop special multi-media web features
• Coordinate Project’s undergraduate internship program

Minimum requirements:
• Bachelor’s degree and a minimum of 2 years experience in media relations, or equivalent in related experience

Company: Avenue A | Razorfish (http://www.razorfish.com/)
Job Title: Senior User Researcher
This role is responsible for leading research programs in anthropology throughout the analysis, documentation, and delivery processes. The senior user researcher must have experience contributing to the design and development of research plans and materials including participant criteria and screeners, discussion guides, behavioral analyses, usability protocols, visual diaries, card sorts, etc., for a wide range of project types and clients and solid knowledge of a variety of research methods including interviewing and observation, ethnographic techniques, experience modeling, heuristic and site audits, usability testing, survey creation, card sorting, etc. Individual should thrive in a collaborative, cross-disciplinary setting and have experience working with internal Strategy, UX, Creative, Design, and Technology teams to figure out the best ways to translate findings into concepts for compelling interactions and experiences for our clients.

This individual should have a self-directed approach to tasks; an advanced ability to grasp highly conceptual, complex, and/or marketing-driven concepts; a thoughtful, detail-oriented approach; an awareness of best practices, trends, and opportunities within the digital space; and an insatiable hunger to solve problems in new and relevant ways.

- Understand target audiences' needs and other motivating factors that drive behavior and develop key insights and frameworks to help clients and design teams respond to the work
- Experience developing strategic recommendations and next steps, facilitating client and internal teams through "experience modeling" workshops, and producing and delivering research reports
- Comfort with video capture and editing
- Familiarity with the design process and how to utilize research to ground that process
- Experience in client-facing activities – presentation, facilitating discussion, client management
- Grounded knowledge of research design and sampling and balancing both against scope and budget
- Ability to use, or at least speak to and understand, more quantitative methodologies
- Ability to gather literature (syndicated/secondary research) from a variety of sources, aggregate it, and find the opportunity spaces for current and future research initiatives
- Experience presenting case studies or other educational presentations to internal audiences
- Participate and lead longitudinal studies that may or may not be project related
- Participate in Research Group team meetings and initiatives focusing on skill growth, discipline shaping, methods development, knowledge-sharing, etc
- Explores new skills, methods, and analytical techniques through conferences, education, professional memberships, networking and/or training, and publishing
- Familiarity with strategy and how to use research to inform and develop a POV or perspective that differentiates us from our competition
- Degree in a related field such as anthropology, psychology, human factors, product or interaction design, human-computer interaction, or equivalent experience
- Willingness to (and ideally, enthusiasm for) travel

Company: Centers for Disease Control & Prevention (CDC) (http://www.cdc.gov/)

Job Title: Health Communications Specialist

Description:
The incumbent will be responsible for supporting the health communication and information dissemination efforts of the National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention which targets the public and influential via the news media. Works under the direction of the Team Leader for news media developing information materials and providing them to a wide array of print and audio-visual media outlets. Works with a team of News Media Specialists to develop a wide array of informational products and materials that support Center and Divisional level strategic communication plans. Collaborates with senior media staff and key scientific and programmatic staff in the development, coordination and evaluation of NCHHSTP responses to all media inquiries, including providing necessary background information on complex or controversial issues. Assist in conducting message and media training, assuring that NCHHSTP media spokes people present scientific information in an understandable and meaningful manner. Analyzes media coverage to evaluate consistency with message and program objectives.

**Minimum requirements:**
Specialized experience is experience directly related to the position which has equipped the applicant with the particular knowledge, skills, and abilities (KSAs) to successfully perform the duties of the position, to include experience working directly with news media outlets on issues related to HIV, STD or TB prevention. Examples of such experience include responding to media inquiries or conducting media outreach to secure accurate coverage and placement in news media outlets such as the Wall Street Journal, the Washington Post, the New York Times, and broadcast news outlets.