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SCC498

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Goals and Objectives Paper

[**Position 1: Social Media Manager at Matador Network**](https://www.prismreports.org/job/audience-engagement-editor)

The first position I discovered was a full-time, remote Social Media Manager position at a small company called the Matador Network that is part of over-arching conglomerate called Prism. The job posting describes Matador as a leading travel media company and lifestyle brand. Although the COVID-19 pandemic has required that many positions be remote, the Social Media Manager position is a remote position that is a permanent feature of the job, regardless of the pandemic. However, it is based in a US/North American time zone and all U.S. candidates are encouraged to apply. Since this position is remote, my current apartment in Orange will be where I would stay for the duration of this position and no transportation would be needed. My 2-bedroom apartment is $1,050 per person and the utilities that I have to pay out of pocket on top of rent are electric and Wi-Fi. Electric is typically $40 per month while Wi-Fi is $25 per month. Consequently, the total amount that goes towards rent and utilities each month is $1,115. In the job posting, they state that the starting salary will be between $65,000 and $75,000 per year. In addition to the salary, Prism offers 100% employer-sponsored medical, vision, and dental insurance, 6 weeks paid vacation, paid sick leave and holidays, employer-matching 401(k), a quarterly home office stipend, and individual professional development funds. Taking this into account, my monthly wages would be between $5,417 to $6,250 per month, which allows for me to pay my rent and utilities with $4,302 to $5,135 leftover for student loan payments, car payments, and other routine expenses. Therefore, the position at Matador Network would fit my current financial requirements. I am interested in this position for a variety of reasons; first, I have worked on the editorial team at The Panther to facilitate audience engagement strategies to distribute articles through various social media platforms like Instagram and Twitter so I have the specified skills to exceed in this position. Second, I have experience with social media management in my previous internship at DoLA as a Social Media and Content intern, where I wrote copy for the social media posts and email newsletters. Weekly newsletters are also a part of this position that I have prior experience in. Some the job qualifications that stuck out to me were (1) a commitment to racial, economic, and gender justice, (2) cultural competency with BIPOC and LGBTQIA+ communities, and (3) fluency in social media platforms like Facebook, Twitter, Instagram, LinkedIn, and YouTube. I exceed these qualifications given the multitude of classes I have taken that cover Race and Ethnicity, Sociology of Human Sexuality, Feminist Art Theory Power, Gender and Communication, and Intercultural Communication. These classes in addition to my alignment with Prism’s values and mission have adequately prepared me to facilitate cultural competency with BIPOC and LGBTQIA+ communities – and not to mention I am also a woman of color, so I have that perspective to bring to the table as well. I am also incredibly fluent in the social media platforms above. As outlined in the job qualifications, I have the ability to pivot from strong analytical and data-driven thinking to highly creative thinking given the three research methods courses I have taken in Sociology and SCC as well as my position at The Panther as Features Editor. Although I do not have 3-5 years of experience in managing social accounts and building audience engagement strategy, I do have 2 years of experience in managing social accounts and 1 year of experience working to build audience engagement for the Features and Entertainment section of The Panther. Additional skills that are not required include experience leading and managing SEO/SEM and marketing databases, which I don’t have experience with. However, I have a LinkedIn Learning course covering SEO that I intend to complete for this class, and I have taken Marketing Through the Communicator’s lens which will help me with the advertising aspect of this position. I have little knowledge of HTML and CSS, and no knowledge of JavaScript, Google Adwords, Hootsuite, Sprinklr, Sprout Social, Google Analytics, NetInsight, Omniture, and WebsTrends but luckily I am an incredibly fast learner and I am more than happy to put in extra time to learn these different software as they will aid me in this position.

[**Position 2: Deputy Op-Ed Editor at the Los Angeles Times**](https://www.linkedin.com/jobs/view/2183079524/?refId=c658dd87-c5df-4f17-854e-cfc8eb33840f&trk=flagship3_job_home_savedjobs)

This position at the Los Angeles Times is at their office in El Segundo, California. Since I am in an apartment in Orange at the moment, I would either have to lease a car to commute, take the train, or get a new apartment closer to the office. Luckily the Times staff is currently working remotely but when they return to their office, I would be in the newsroom in El Segundo. Apartments in El Segundo for one person range from $1,800 to $2,700 per month not including utilities, according to my research on Zillow (Zillow 2020). My current apartment in Orange costs $1,115 including utilities per month, so moving closer to El Segundo would increase my monthly rent. However, moving closer would reduce the amount of money spent on transportation. Since the salary for the position is not listed in the job posting, research on the Glassdoor website showed that from the 6 salaries reported for Editors at the Los Angeles Times they make up to $98,878 per year (Glassdoor 2020). Meanwhile, Payscale reported that the average salary for employees at the LA times was $70,000 per year (Payscale 2019). Given that this is a Deputy position, my salary for this position will likely be closer to $70,000 per year. Monthly, this translates to roughly $5,833 per month, which means that after paying rent I would have between $3,133 and $4,033 left to cover the remaining expenses. The job description goes into how the Deputy Op-Ed Editor will require assigning, selecting, and editing commentary across a wide array of subjects including politics, science, arts and culture. I have experience writing about all these topics whether it be the political opinion columns or the Features articles I have written. Like the posting outlines, I have broad interests and a commitment to soliciting and publishing opinions across the political spectrum. I have spoken with Chapman Republicans as well as more liberal organizations on campus about their opinions during my time at The Panther despite my personal beliefs and identity. This is a great opportunity for me to use the Input theme from my StrengthsFinder report: I collect information to add to my archives because who knows when I might find that information useful one day. I gained strong editing skills and diplomacy through my past two years interviewing students, professors, and administration at Chapman; I also have a good network of contacts both within Chapman and outside of the institution that will help me recruit opinions from a variety of individuals. I am interested in this position at the Los Angeles Times because of their esteemed reputation when it comes to Southern California News: much of Orange and Los Angeles County look to the Los Angeles Times as a news source to understand the local and national occurrences. I also read that editors at the LA Times will help develop and creatively implement online-only features and digital projects, and since the Panther has been completely online this semester so far, I am well-versed in digital news within this capacity. Just as they describe their ideal candidate, I am an “idea machine,” someone who thinks innovatively and creatively about new approaches and ways of presenting opinions. They also highlight individuals who have interests in podcasting, and since I am spearheading The Panther’s Podcast, I will be up to the challenge if the LA Times needs someone to implement one. I am someone who is intrigued by controversy but also curious and happy to work with people who have different political points of view. Not only do I work well with others, I have a sense of humor, which is something that they considered a plus in a candidate. One of my StrengthsFinder results that could help me in this role would be individualization, meaning that I know instinctively that the secret to great teams at work is by emphasizing individual strengths so that people can specialize in what they do well. The only qualification that I don’t have is at least five years of experience, but I have two years of experience at the Panther in addition to the two internships I have had in the past two years. Hopefully my robust resume provides enough experience for me to considered for this position.

**Compare & Contrast**

For the Audience Engagement Editor at Matador Network, there are several advantages to working at the Prism company: first, the position is remote, so I don’t have to uproot my living situation in Orange right away. It is also a full-time position with great benefits and it also takes my identity as a woman of color into account. I feel as though working for a smaller company would be more beneficial for me personally since this is my first full-time position and I wouldn’t want to be overwhelmed at a huge company that might not necessarily value my work the same way I do. Some disadvantages of working at Matador Network would be that I’m not familiar with a lot of the analytics programs that they use such as Google Analytics, NetInsight, Omniture, and WebTrends, nor am I familiar with the publishing software they mentioned like Hootsuite, Sprinklr, and Sprout Social. In addition, I have limited knowledge of HTML and CSS and no knowledge of JavaScript. Having to learn this new software may prove to be a challenge since I do not have prior experience with them. Advantages of working at the Los Angeles Times as a Deputy Op-Ed Editor would be that the job qualifications mirror my experiences at The Panther and my internship at DoLA. I feel that I am more qualified for the position at the LA Times than the position at Prism. I also have a couple possible contacts at the LA Times I could reach out to that might help my chances of getting hired there. Disadvantages of working at the LA Times would include having to relocate to El Segundo once the newsroom office there is opened, which is something that would add a lot of stress to my life. However, my StrengthsFinder report stated that one of my strengths is adaptability, meaning I discover my future one choice at a time. This doesn’t mean I don’t have plans, but adaptability allows me to respond to the demands of the moment – sudden requests and unforeseen detours are inevitable. Unlike being an Audience Engagement Editor, I would have to spend a lot of time reading, writing, and editing as a Deputy Op-Ed Editor which may be a lot more work than I am used to. However, the functions of the LA Times very much mirror the functions of my position at The Panther, so although it will be more work, I will be familiar with the daily functions that the position requires. One concern I have about the Los Angeles Times is their history of racism. They posted an opinion editorial on September 27th apologizing for their “failures on race” in their past: in a story published by the Times on July 12th, 1981, they described the “permanent underclass” in the city’s “ghettos and barrios” as a threat to the largely white communities in Pasadena, Palos Verdes, and Beverly Hills to name a few (Los Angeles Times Editorial Board, 2020). They also reported in the same op-ed that their newsroom had a shortage of Indigenous, Black, Latino, and Asian staff. They even described the Times as “an institution deeply rooted in white supremacy,” which worries me just a bit. However, I am open to their efforts to improve because not only were they able to admit that they were discriminatory, they want to make an effort to fix it. Overall, both positions offer enticing opportunities for my future career and I am looking forward to what the future may hold.

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