

Spirit of Harmony Foundation

Position Description

Blog Managing Editor

Position Description:

The blog will be an integral part of the Spirit of Harmony Foundation website. The Blog Managing Editor will be responsible for overseeing all aspects of the blog from article assignments to uploading content to the website.

Responsibilities:

- Work with our cadre of volunteers to ensure a steady stream of new content with a goal of one posting per week, at a minimum
- Identify (along with the Executive Director and Board Chairman) writers who are able to take the lead on each of the “beats” so they can take a leadership role in developing their “beat” and assisting the Managing Editor
- Make sure content is at least loosely spread among the various “beats” (not all focused on one area)
- Ensure that solicited and unsolicited articles promote positive, thoughtful discourse on the issues surrounding music education
- Ensure that solicited and unsolicited articles adhere to basic grammar and spelling standards
- Bring any and all content-related issues and questions to the Executive Director and/or Chairman of the Board
- Maintain secure access to the website in order to post blog entries online
- Monitor public responses to blog posts (anything that puts the Foundation or any of its leadership in a negative light gets deleted)

The blog will consist of articles, editorials (opinion pieces), and testimonials. The Managing Editor will oversee all articles, and ensure alignment with the Mission and Purposes of the Foundation and branding considerations.

General Blog Guidelines:

- Write passionately and try to provide meaningful, useful information.
- Length varies. Most blog posts are 250-1000 words. If there is a topic that cannot be covered in a short article, present it as a multi-part series.
- Understand that most people who read blogs are looking for quick access to information or entertainment. Try to write succinctly and use headings to break up long blocks of text.
- As much as possible, try to use basic journalism standards:
 - Good grammar and accurate spelling
 - Special attention to correct spelling of names and titles
 - Factual integrity

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Bloggers/correspondents in the following areas or “beats”:

- **academic** - staying in school, getting better grades in all subjects, pursuing higher education/advanced studies
- **social** - working with others, teamwork, socialization, being engaged in positive activities instead of potentially negative activities
- **personal** - self-discipline, focus, emotional outlet, benefiting from role models/teachers, career potential in the music business (not only as a musician, but in the broader music industry)
- **scientific/brain** - research that music causes the brain to develop differently, and that the effects last a lifetime; music education possibly counteracting the "signature of poverty" that is found in low-income populations in terms of vocabulary, memory, and ability to concentrate
- **creative** - music is a good thing that helps bring beauty into our lives and helps make the world a better place
- **other** – blog posts might also fit into several or none of the above categories. For example, a dentist could write a blog post about issues of children’s teeth when they play horns/woodwinds

Reports to:

Executive Director and Board Chairman

Time Commitment:

Approximately 7 hours per week

Qualifications:

Eligible candidate must have a background in journalism, communications, or writing, in addition to basic computer skills. Direct experience with WordPress a plus.

Statement of Inclusiveness:

The Spirit of Harmony Foundation is an Equal Opportunity organization. Volunteers are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.

Compensation:

None. This is a volunteer position.