

The Weather Network is Looking for You... Now Hiring People with a Sunny Outlook

Benefits of working for Pelmorex / The Weather Network:

- Named one of Canada's 50 Best Managed Companies for the 5th consecutive year
- Recognized as one of Greater Toronto's Top Employers for 2010 and 2011
- Keeping pace with the growth of technology, we offer unique integration of creativity, science and technology
- Leader in employment equity and diversity
- Dynamic, fast-paced environment, open-door philosophy
- State of the art facilities

News Writer, On-call

*Reports to: **Manager, News & Information, TWN**
Oakville, ON*

The News Writer will be responsible for the researching, writing and crafting of relevant weather stories (adding text, clips, UGC etc.) to be seen on our broadcast and interactive (web and mobile) platforms. The successful incumbent will also use sound judgment and take ownership in creating and publishing this content live on our Interactive platforms. Writers will be cross trained in both platforms – TV and Web.

Responsibilities:

- Create daily weather stories and supporting content for The Weather Network (TWN) homepage and city/regional specific pages
- Write, edit and prepare content for news packages for television
- Oversee the web and mobile news content (including supporting elements), and inform the Content Producer when new updates to video/audio products are necessary
- During active weather, responsible for creating a sense of importance and urgency to stories by adding in supporting elements (ex: graphics, news visuals, UGC, clips etc.) and placing the affected areas into Storm Watch or Active Weather mode
- Working with the Manager, News and Information, you will monitor the performance of content using traffic reporting systems and adjust story priority and content to ensure the most relevant content is highlighted
- Continuously monitor information sources (newspapers, Internet, news wire, video feeds, etc.) and weather data to ensure accurate, credible and timely presentation of news content
- Arrange phone interviews to enhance weather stories when appropriate
- Conduct independent research on Canadian weather stories
- Effectively hand over ongoing stories and research to following shifts
- Extra work may be required during active weather

Roles, responsibilities and duties may evolve and change over time.

Qualifications:

- University degree or College diploma in Communications, Journalism or Broadcast
- 2 years work experience in Broadcast Journalism

Competencies:

- Proficient research and editing skills for preparing news elements for use in various media platforms
- Understanding of web sites & publishing trends
- Strong computer knowledge with page building skills
- Strong interpersonal skills
- Ability to work independently and as a team
- Interpersonal skills
- Organized and meticulous about details

Additional Assets:

- Knowledge of geography, meteorology and current affairs
- Online publishing experience
- Bilingual (French/English)

Working Conditions:

- Shift work is required

Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or email: hr@pelmorex.com. Please quote: “**News Writer, On-call**” in the subject line. Pelmorex is committed to equity in the workplace. We thank all applicants for their interest, but only those selected for an interview will be contacted.