

The Employment Journey on PEI

Job News You Can Use

PRINCE EDWARD ISLAND • CANADA

Merry Christmas and a Happy New Year

A host of skills needed in print and digital news

by Heidi Riley

The *Guardian* newspaper has been in operation since 1877. In April 2017, the paper was purchased by **SaltWire Network Inc.** The deal included 27 publications in Nova Scotia, Newfoundland, New Brunswick, and PEI, and six printing plants in NS and NL. SaltWire has a total of about 950 employees.

On PEI, SaltWire now owns *The Guardian* and the *Journal Pioneer*. **Wayne Thibodeau** is the Regional Managing Editor of the two papers.

About 90 people work at *The Guardian*, and another 18 work at the *Journal Pioneer* in Summerside.

Job titles

- **Senior News Editor, Managing Editor**
- **Journalists:** About 18 in Charlottetown and six in Summerside and Alberton, including General Assignment Reporter, Chief Political Reporter, Copy Editors.
- **Production:** Copy Editors and Page Builders who have a graphic design background.
- **Advertising production:** Graphic Artists build print ads and digital ads. Many of the people in these positions were trained at Holland College.
- **Digital team:** Web Editors and Digital Editors.
- **Administrative and Customer Service Representatives**
- **Circulation and delivery team**
- **Sales team** is responsible for advertising and marketing.
- **Finance and regional administration:** Chartered Accountant, Finance and Payroll Specialists, and Accounts Payable and Receivable.

Skills needed

“In the newsroom, fundamental journalism skills like being a great storyteller, asking great questions, doing research, and having good contacts in the community have not changed and never will,” says Wayne.

“When I look for great Journalists, I still look for those qualities, and then we look at digital skills. They need to be savvy on Facebook, Twitter and Instagram, and need to know how to post their stories to the web and how to edit their own video.

“I look more for soft skills than hard skills. I need to see enthusiasm and excitement, and I am less concerned about education.”

Hiring needs

“A lot of the back-end production is done in Halifax, but some of those jobs may be coming this way, and we will be looking for people who know how to build and maintain websites and HTML,” says Wayne.

A number of positions can be hard to fill in circulation and distribution, front desk and administration, and sales.

“Opportunities are growing as the baby boomers retire and we continue to see an exodus of our best and brightest to other parts of the country. More and more, it will be the employees who decide where they want to work, and employers will need to really search to find great candidates.”

How to get your foot in the door

“Because Charlottetown is a sought-after location, we get a lot of applicants for our news positions,” says Wayne. “Some smaller community newspapers continue to struggle to get people to apply. These newspapers offer an incredible opportunity to get experience in a whole host of skill sets.

“Be willing to start at a part-time position, do weekend, night, and holiday shifts, and wait for full-time work to become available.”

Recruitment

Jobs are posted on www.saltwire.com and www.cream.thechronicleherald.ca and in the classified section of *The Guardian*. “It is also important to reach out, because often jobs are filled by people who have already worked part-time or who drop off a resumé in person at a time when we are short-staffed.”



Wayne Thibodeau, Regional Managing Editor.

Wayne's tips for the job interview

- Read *The Guardian* and be able to talk about the stories on the front page.
- Show enthusiasm and “fire in the belly”.
- Show that you understand your community. Demonstrate a good grasp on the latest political issues, news, local politics, sports, lifestyles, your country, and your world.
- Why do you want to work at *The Guardian*?
- What do you know about the journalism industry and the challenges it is facing?
- Have a presence on Facebook, Twitter, Instagram and keep it professional.
- Give examples of your soft skills, such as team work.
- Describe your education, background, and travelling you have done, and how it has broadened your perspective on the world.

Advancement opportunities

“We are looking at growing some of our regional hubs, adding new digital and web-based positions here on PEI, and we hope to continue to add to the SaltWire family here on PEI.

“SaltWire offers opportunities across Atlantic Canada, including corporate headquarters in Halifax, which is ramping up and filling positions in a whole host of roles. When senior positions come up, they first look to hire from within.”

For more information about a career with SaltWire Network, visit www.saltwire.com
For the full interview, visit www.employmentjourney.com and search *The Guardian*.

