

THE RACHEL SMITH GUIDE TO MEDIA FREELANCE SKILLS

Rachel Smith is a journalist, copywriter and content producer. As founder of Rachel's List, Australia's leading jobs board for the media, digital, PR and comms industries, which launched online in 2012, she is an oracle for all things freelance.

These are her essential skills for the media freelance



Know your way around Dropbox and Google Docs and be able to upload files to these as many editors now work solely with these platforms



Know your way round a CMS, especially Wordpress



Have a basic knowledge of SEO and inserting keywords into your copy, as this is often required.
Extra points if you know how to use the **Yoast plugin**.



Know how to write metadata



Be comfortable writing compelling shortform copy (you'll often be asked to write social teasers to go along with features and posts - and it can be a nice value-add offering for clients, too)



Take a decent photo and be able to edit it / upload it



Be good at sourcing quality stock images and editing them for the web. Use programs like PicMonkey or Canva



Know Mailchimp and be able to put together an EDM

ADD YOUR OWN:












