Human Resources

Ottawa Citizen

1101 Baxter Rd.

Ottawa, ON K2C 3M4

To Whom It May Concern:

It is with great enthusiasm that I apply for this role as Assistant News Editor at the Ottawa Citizen. To date, my work experience has been entirely based around news reporting, editing and digital media. Adding to that experience is my journalism degree from Carleton University, which allowed me to develop a strong sense of attention to detail, as well as the ability to work under extremely tight deadlines.

Over the past several years, my journalism and marketing work has armed me with the experience I believe necessary for this position. Currently I work as a freelance journalist, writing feature stories for Ottawa Life Magazine, Air Canada’s enRoute magazine and EF Magazine. I also work as a production assistant for Daytime Ottawa and Talk Ottawa through the volunteer program at Rogers TV. These roles maintain my relevance as an Ottawa journalist, staying on top of local news and events while continually expanding my network.

Before returning to my journalism roots, I was a Project Manager at Ascribe Marketing Communications Inc, where I worked as a writer and editor, while also managing the production flow of the entire company. There, I tracked project details, liaised with clients, supported the team and managed the company’s website and social media presences. For Ascribe’s digital strategy projects, I contributed to the restructuring of entire websites, writing and editing webpages according to SEO practices for clients including Alcatel-Lucent, the Canada School of Public Service and the Mental Health Commission of Canada. My excellent judgment, creative problem solving and strong analytical skills were key to delivering products to clients within tight timelines.

Prior to Ascribe, I was Director of Operations and Associate Editor at Ottawa Life Magazine. Responsible for the ‘heart and soul’ of the publication, I oversaw much of the editorial process as well as the entire website. As a features writer, I conducted interviews and wrote thoroughly researched articles on a variety of local issues including Ottawa’s waste management system, LRT, municipal elections and former Mayor Larry O’Brien’s fraud case. Responsible for managing the publication’s website, I contracted a web infrastructure consultant to streamline its layout and navigation, greatly improving the reader experience. I also led its social media campaign, which included contests on Facebook and Twitter, increasing website visitors, interactions with readers and attracting new advertising clients.

At the outset of my journalism career, I was a general assignment reporter and photographer at two community newspapers, the Hinton Parklander in Alberta and the News EMC here in Ottawa. Covering breaking news and a range of beats at both publications – from municipal politics to sporting events and senior issues – I also assisted with the layout design of each newspaper and provided quality assurance through fact-checking and proofreading. At the EMC, I gained a solid understanding of contentious local issues and an excellent list of Ottawa contacts including local politicians, federal government officials, NGO executives and prestigious entrepreneurs.

I firmly believe that my education, experience and interests render me a choice candidate for this role with the Ottawa Citizen. I am a self-motivated and flexible worker, having worked shift hours and weekends in my previous journalistic roles. Given the opportunity, I would look forward to speaking with you in person.

Many thanks for your time and consideration,

Kimberly Lochhead

613.769.7404 | Kimberly.lochhead@gmail.com