

艺术中心 · 学生新闻团队

校 园 招 聘

2025 年 3 月

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一、 招聘概述

AC 学生新闻团队隶属于西浦艺术中心,是一支专注于艺术记录与传播的先锋团队。现面向全校招募志同道合的伙伴,以笔触,镜头和创意为媒介,连接艺术与大众,共同打造有温度的西浦艺术内容。

(1) 招聘岗位及其具体职责

1. 采编记者

【职责】：

- a.负责撰写采访稿件(包括但不限于;采访稿,深度人物报道稿,专业人物下午茶采访预备稿.
- b.有相关新闻素养,娱乐采访为主,部分可接受出镜(完成视频制作)。

2. 摄影摄像师(后期分组)

【职责】：

- a. 专业摄影团队,负责深度人物报道拍摄以及人物专访下午茶系列拍摄.
- b. 娱乐组摄影,负责拍摄幕后访谈以及可以与新媒体运营部门合作,能够用镜头语言抓住娱乐采访中的爆点,能够与新媒体团队以及设计师团队合作,制作引流视频.
- c. 能够运用剪映,b 剪等剪辑软件完成视频初步剪辑(需与新媒体运营团队与设计师团队联合)

3. 新媒体运营(素材整合者)

【职责】：

- a. 有良好的娱乐素养,负责运营微信公众号,抖音,小红书,b 站等社交媒体软件。
- b. 有良好的审美素养,负责运用相关软件进行有关新闻团队的推文制作并发布。
- c. 负责与摄影摄像团队联合,抓住校园爆点为设计师提供创意想法或思路,协助设计师完成引流视频制作,并将其发表在运营平台。

4. 设计师(思路贡献者)

【职责】：

- a. 前期;负责设计团队名字,联合相关团队,策划团队专访系列专辑内容以及爆点标题.
- b. 与摄影摄像以及新媒体运营团队联合,运用现有素材设计引流视频.
- c. 良好的绘画基础,可以产出有关新闻团队的幕后漫画,联合新媒体运营团队,保持新闻中心的热度。
- d. 后期:设计新闻团队文创,吉祥物

二、 规章制度

1.AC 学生新闻团队（以下简称“团队”）是隶属于西交利物浦大学艺术中心，以学生为主体，负责校园新闻采编、传播与媒体运营的学生组织。其宗旨是运用风趣幽默的视频以及语言文字,站在学生视角上发掘校园闪光点，助力校园文化建设。

2.团队成员应秉持客观、公正、真实、及时的新闻职业道德，严格遵守国家法律法规、学校规章制度以及本规则，积极主动地完成各项任务。

3.成员档案，建立成员个人档案，记录成员基本信息、加入时间、岗位变更、培训经历、奖惩情况等，作为考核、评优及职位晋升的重要依据。

4.退出机制，成员因毕业、学业繁忙、个人原因等需退出团队时，应提前向负责人提交书面申请，经批准后办理离职手续，归还所借设备、资料等物品。

5.对于违反团队规则、工作态度消极、长期不履行职责的成员，经中心商议后予以劝退。

6.采编部(后期可进行分组或者整合)

记者若干：负责校园新闻线索的挖掘、采访工作，撰写新闻稿件，要求稿件内容真实、准确、生动，符合新闻写作规范，采访过程中尊重采访对象，注意言行举止。

编辑若干：对记者提交的稿件进行审核、修改、编辑排版，确保稿件质量，优化稿件结构，提高可读性，同时负责与排版设计人员沟通，协同完成新闻的最终呈现。

7.摄影摄像部(后期可分组)

摄影师：承担校园活动、人物、风景等拍摄任务，熟练掌握摄影摄像技术，能够根据不同场景、需求拍摄出高质量的照片和视频素材，拍摄前做好设备检查、参数设置等准备工作，拍摄后及时整理、备份素材。

视频剪辑师：负责对视频素材进行剪辑、使视频具备观赏性和传播性，遵循剪辑流程和审美标准，高效完成视频制作任务。

8.新媒体运营部

运营员：负责中心旗下微信公众号、抖音、小红书等新媒体平台的日常运营与推广，包括推文制作、内容策划、发布、互动管理，分析平台数据，根据用户反馈和数据分析结果优化运营策略，提升平台影响力。

9.美工设计：联合其他部门为新媒体平台设计封面图、海报、宣传插画等视觉作品，运用设计软件和技巧，结合平台特点和内容需求，打造吸睛的视觉效果，与运营专员紧密配合，确保视觉传达与内容主题相符。

10.工作流程与规范

A.联系学校负责老师获取新闻线索(包括但不限于:采访对象,采访时间,采访风格)

B.新媒体运营团队与设计团队联合为线索确定主题(可吸收其他团队所提供的创意),以及讨论是否需要制作系列专题,并为其策划视频脚本以及内容。策划讨论时间 3 天。

注意:在有较好的主题以及系列专辑灵感后,此条将改为:保持话题热度,以及提前确定引流视频,活跃各个社交平台)策划讨论时间也将依据情况更改但最多不超过 5 天。

C. 内容确定后,在团队内招募相关工作人员与新媒体运营团队与设计团队进行对接(对接内容包括但不限于:采访形式,采访人物,脚本角色参演者以及导演)

D.各部门工作人员确定后

a.采编部安排记者进行采访, 记者应提前制定采访提纲, 明确采访目的、对象、问题, 如需采访校外人员, 应提前向学校相关部门报备, 获取必要的许可。

b.摄影摄像部根据报道需求, 同步安排人员进行拍摄, 拍摄过程中遵循拍摄计划, 与采访记者密切配合, 捕捉关键画面, 记录现场细节, 保障素材的完整性和有效性。

c.记者在采访结束后, 应及时撰写新闻稿件,并将其发给主办方进行审核。视频剪辑师应及时对视频进行剪辑,摄影师及时导出照片。

d.审核通过后,将稿件发给新媒体运营人员,新媒体运营人员

根据新闻稿件内容和新媒体平台特点，进行推文制作。

注意:会为新媒体运营团队配备设计师,如需要设计师帮助模板选择以及其他事项可与设计师联合制作推文。

e.推文制作完成后,发给相关人员审核。审核通过后发布在相关平台上。

E.采访结束后

a.设计师根据其他部门所提供素材设计流量视频以及其他活动例如漫画,猫 meme 形式保持流量。

b.新媒体运营部负责推广，通过在平台内互动、转发，利用朋友圈、等渠道分享，邀请师生关注、点赞、评论，扩大新闻的传播范围，提高团队的知名度。

11.团队收集的新闻资料、采访记录、图片视频素材等，未经授权，不得私自对外泄露、传播。

12.建立月度考核制度，考核指标包括活动参与、工作任务完成情况、工作质量、团队协作、专业技能提升、创新能力等方面，考核方式采取自评、互评、负责人评价相结合的方式，确保考核结果客观公正。考核结果分为优秀、良好、合格、不合格四个等级，作为成员评优、晋升、奖励的重要依据。

每学期评选一次“优秀新闻工作者”“优秀新闻稿件”“优秀新媒体作品”等荣誉称号，对表现突出的成员和作品给予表彰，颁发荣誉证书和奖品，同时在中心内部宣传推广，树

立榜样。

13.附则

本规则由学生新闻团队制定并负责解释，如有未尽事宜，根据实际情况进行补充修订。

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II. Rules and Regulations of the AC News Team

I. Recruitment Overview

The AC Student News Team, affiliated with the XJTLU Art Center, is a pioneer team dedicated to artistic documentation and dissemination. We are currently recruiting like-minded partners from across the university to connect art with the public through writing, photography, and creativity, jointly creating engaging and warm artistic content at XJTLU.

(1) Job Positions and Specific Responsibilities

1. Editorial Reporters

Responsibilities:

- a. Responsible for writing interview manuscripts, including but not limited to interview transcripts, in-depth personal profiles,

and preparatory drafts for afternoon tea interviews with professionals.

b. Possess relevant journalistic skills, with a focus on entertainment interviews, and some willingness to appear on camera for video production.

2. **Photographers/Videographers (Post-Production Group)**

Responsibilities:

a. As a professional photography team, responsible for shooting in-depth personal reports and the afternoon tea interview series.

b. Entertainment photography team responsible for capturing behind-the-scenes interviews and collaborating with the new media operations team to capture highlights of entertainment interviews through lens language, and working with the new media team and designers to produce lead-generation videos.

c. Proficient in using video editing software such as Jianying and B-cut to complete preliminary video editing (requires collaboration with the new media operations team and designers).

3. **New Media Operators (Material Integrators)**

Responsibilities:

- a. Possess good entertainment literacy and responsible for operating social media platforms such as WeChat Official Account, Douyin, Xiaohongshu, and Bilibili.
- b. Have good aesthetic literacy and responsible for creating and publishing news team-related posts using relevant software.
- c. Collaborate with the photography and videography team to identify campus hotspots, provide creative ideas to designers, assist designers in completing lead-generation video production, and publish them on operating platforms.

4. Designers (Idea Contributors)**Responsibilities:**

- a. In the early stage, responsible for designing the team name, collaborating with related teams, planning the content of the team interview series and explosive titles.
- b. Collaborate with the photography and videography team and the new media operations team to design lead-generation videos using existing materials.
- c. Have a good foundation in drawing and can produce behind-the-scenes comics about the news team, collaborating with the new media operations team to maintain the heat of the news center.

d. In the later stage, design cultural and creative products and mascots for the news team.

II. Rules and Regulations

1. The AC Student News Team (hereinafter referred to as "the Team") is a student organization affiliated with the Art Center of Xi'an Jiaotong-Liverpool University, which is responsible for campus news editing, dissemination, and media operation. It aims to discover campus highlights from a student perspective using humorous videos and written language to contribute to campus culture construction.

2. Team members should uphold the journalistic ethics of objectivity, fairness, truthfulness, and timeliness, strictly abide by national laws and regulations, school rules and regulations, as well as these rules, and actively complete various tasks.

3. Member Files: Establish individual member files to record basic information, joining date, job changes, training experiences, rewards and punishments, etc., as important

bases for assessment, merit evaluation, and position promotion.

4. Exit Mechanism: When members need to withdraw from the team due to graduation, academic busyness, personal reasons, etc., they should submit a written application to the person in charge in advance, go through resignation procedures upon approval, and return borrowed equipment, materials, and other items.

5. Members who violate team rules, have a negative work attitude, or fail to fulfill their duties for a long time will be advised to withdraw after discussion by the center.

6. Editorial Department (may be subdivided or integrated later)

Journalists: Responsible for digging up campus news leads, conducting interviews, and writing news articles. The articles should be true, accurate, vivid, and comply with news writing standards. Respect the interviewees during the interview and pay attention to behavior and language.

Editors: Review, revise, edit, and typeset the manuscripts submitted by journalists to ensure manuscript quality, optimize manuscript structure, and improve readability. At the same time, communicate with typesetting designers to collaboratively complete the final presentation of news.

7. Photography and Videography Department (may be subdivided later)

Photographers: Responsible for shooting campus events, people, scenery, etc. Proficient in photography and videography techniques, able to capture high-quality images and video materials according to different scenes and needs. Prepare equipment checks, parameter settings, etc., before shooting, and organize and back up materials promptly after shooting.

Video Editors: Responsible for editing video materials to make them enjoyable and communicative, following the editing process and aesthetic standards, and efficiently completing video production tasks.

8. New Media Operations Department

Operators: Responsible for the daily operation and promotion of the center's social media platforms such as WeChat Official

Account, Douyin, and Xiaohongshu, including post production, content planning, publishing, and interaction management. Analyze platform data, optimize operation strategies based on user feedback and data analysis results, and enhance platform influence.

9. Graphic Designers:

Collaborate with other departments to design cover images, posters, promotional illustrations, and other visual works for new media platforms. Utilize design software and techniques, combining platform characteristics and content needs, to create eye-catching visual effects. Work closely with operation specialists to ensure that visual communication aligns with content themes.

10. Workflow and Standards

A. Contact the responsible teacher at the school to obtain news leads (including but not limited to interviewees, interview times, and interview styles).

B. The new media operations team collaborates with the design team to determine themes for leads (incorporating ideas provided by other teams), discuss the need for series

specials, and plan video scripts and content. The planning discussion time is 3 days.

Note: After coming up with good themes and series album inspirations, this step will be changed to maintaining topic heat and determining lead-generation videos in advance to activate various social platforms. The planning discussion time will also be adjusted based on circumstances but will not exceed 5 days.

C. After the content is determined, relevant staff are recruited within the team to interface with the new media operations team and design team (interface content includes but is not limited to interview formats, interviewees, script role performers, and directors).

D. After staff from all departments are determined:

a. The editorial department arranges reporters for interviews. Reporters should prepare interview outlines in advance, clarifying interview purposes, objects, and questions. If interviews with off-campus personnel are required, they should report to the relevant school departments in advance to obtain necessary permits.

b. The photography and videography department arranges personnel for shooting simultaneously based on reporting

needs. Follow the shooting plan during the shooting process, closely cooperate with the interviewing reporters, capture key scenes, record on-site details, and ensure the completeness and validity of materials.

c. After the interview, reporters should promptly write news articles and submit them to the organizer for review. Video editors should promptly edit the videos, and photographers should promptly export photos.

d. After approval, send the manuscript to the new media operators. Based on the content of the news manuscript and the characteristics of the new media platform, the new media operators will create posts.

Note: Designers will be assigned to the new media operations team. If designers' assistance is needed for template selection and other matters, they can collaborate with designers to create posts.

e. After the post is completed, send it to relevant personnel for review. After approval, publish it on relevant platforms.

E. After the interview:

a. Designers design lead-generation videos and other activities such as comics and cat memes based on materials provided by other departments to maintain traffic.

b. The new media operations department is responsible for promotion by interacting and forwarding within the platform, sharing through channels such as WeChat Moments, inviting teachers and students to follow, like, and comment, expanding the scope of news dissemination, and increasing the team's popularity.

11. News materials, interview records, images, video materials, etc., collected by the team must not be disclosed or disseminated externally without authorization.

Establish a monthly assessment system, with assessment indicators including participation in activities, task completion, work quality, team collaboration, professional skill enhancement, and innovation ability. The assessment method combines self-assessment, peer assessment, and supervisor evaluation to ensure objective and fair assessment results. The assessment results are divided into four grades: excellent, good, satisfactory, and unsatisfactory, serving as important bases for member merit evaluation, promotion, and rewards.

Award honors such as "Excellent Journalist," "Excellent News Article," and "Excellent New Media Work" once per semester, recognize outstanding members and works by issuing honorary certificates and prizes, and promote and publicize internally within the center to establish role models.

13. Supplementary Provisions

This set of rules is formulated and interpreted by the student news team. In case of any omissions, supplements and revisions will be made based on actual circumstances.