December 12, 2012

**Cover letter addressing screening criteria**

**Re:** English Editor IS-3, NRC-Construction Portfolio

**Applicant:** Kimberly Lochhead

To Whom It May Concern:

It is with great enthusiasm that I apply for this role as English Editor at the National Research Council within the Construction Portfolio. To date, my work experience has been entirely based around writing, editing, proofreading, communications and staff and production management. I believe I’d be well suited to this position for a variety of reasons. Below, I address how my experience relates to each of the qualifications listed in the job posting:

**Degree from a recognized Canadian university in English, Communications, Journalism, or a related field.**

I hold a Bachelor of Journalism (with a second major in history) from Carleton University, which gave me the background and skills necessary to work in a fast-paced, deadline-oriented workplace.

**Significant experience in editing and proofreading technical/legal documents in English.**

In my editor role at Ascribe Marketing Communications Inc., I proofread and edit marketing material, white papers, annual reports and other confidential documents for a range of high profile clients. These include the Social Sciences and Humanities Research Council, the Royal Canadian Mint, Bell Canada, Minto Developments Inc. and global telecommunications corporation Alcatel-Lucent. Whether concerning corporate strategic plans or the latest technology trends, these documents are highly technical in language and require referencing corporate style guides as well as large volumes of research material.

**Experience in publishing documents using a content management system, mark-up language (XML preferred), Microsoft Word and Adobe Acrobat.**

Working with design partners to create marketing material at Ascribe, I work daily in a variety of software applications including Microsoft Word and Adobe Acrobat. We submit written and edited products in MS Word format for clients to use the track changes tool during the revision stage. I have also edited PDF files in Adobe using the notes tool.

**Experience in planning and scheduling editorial and document production tasks.**

Previously, as the Assistant Editor/Director of Operations at Ottawa Life Magazine, I developed the editorial and production schedules and ensured the editorial and production teams stayed on course. Consulting printing deadlines, I also made certain our electronic files were delivered on time and fully ready for publication. I also oversaw the advertising schedule for each client, guaranteeing the proper placement of ads and opinion editorials.

In my current capacity as Project Manager at Ascribe, I assist with the production schedule of client deliverables while keeping stringent project deadlines. I also constantly keep the writers informed of looming deadlines and upcoming meetings that may affect their individual work schedules. With an understanding of each writer’s capacity, I ensure they have a balanced workload to maintain the health of the team and high quality of end products.

**Substantial knowledge of the fundamentals of technical editing, grammar and style, layout of documents and graphics as well as production associated with the publication of technical/legal documents.**

As I stated above, I have a great deal of experience editing and proofreading various technical and legal documents in my current capacity at Ascribe for clients in both the public and private sector. Where required, I consult corporate style guides and the Canadian Press Style Guide. I am very familiar with the production process, which can involve a few rounds of revisions before layout and final approvals, as well as translation. From my reporting and magazine experience, I am also skilled in layout and graphics production using InDesign and Adobe Illustrator. In these formats, I have edited technical and legal documents, providing a final proofread before they are sent for publication.

**Knowledge of the use of HTML/XML for hypertext mark-up of source text.**

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**Knowledge of the Canadian construction industry, particularly as related to the needs and preferences of regulatory code users.**

In my experience as a reporter, I have researched and written articles covering a variety of genres, from municipal politics to environmental issues, and in particular, the construction industry. Exploring the role of technology in improving construction practices and development, I discovered the importance of more efficient and environmentally sustainable materials. I also gained a deep understanding of the planning and development sectors by reporting on public consultation meetings.

**Accuracy, attention to detail, judgement and excellent organizational skills.**

Accuracy and precision are essential traits that have fueled my career as a writer, editor and proofreader. With a sharp eye and great attention to detail, I highlight spelling and grammatical errors, loose sentence structure and factual inaccuracies. My strong journalism background has allowed me to develop these skills as well as a keen sense of judgement in extracting key messages and following ethical guidelines.

In my role as Assistant Editor at Ottawa Life Magazine, I was responsible for supervising the production of the magazine as well as handling advertising contracts. My excellent organizational skills were used to organize cover photoshoots, keep writers on deadline, delegate assignments, ensure advertising clients were satisfied and maintain a strict production schedule for printing.

Currently at Ascribe, I contribute to the smooth production flow of the company, tracking project details, liaising with clients and supporting the team with writing, research and content gathering. Using the business software application Daylite, I keep a master schedule of all employee meetings, conference calls and deliverables. This tool also allows the progress of each project to be seen in a bird’s eye view, showing stages completed and invoicing details. Clients take comfort in my ability to stay on top of each project’s status and respond quickly to any urgent requests.

**Ability to carry out instructions and to communicate effectively, both orally and in writing.**

In my previous roles as a Junior Communications Officer at CIDA, reporter at the News EMC, Assistant Editor/Director of Operations of Ottawa Life Magazine, I was tasked with multiple duties necessary to complete a final project or publish the newspaper. Accurately following instructions was crucial to creating a high quality product. In my current role as Writer/Editor and Project Manager, I delegate instructions to keep projects on track as well as follow those provided by my superior.

As I mentioned earlier, I hold a Bachelor of Journalism (with a double major in history) from Carleton University. Through my courses there, I learned the foundation of writing, editing and the general art of communicating. The program’s emphasis on accuracy and quality allowed me to develop a strong sense of attention to detail, as well as the ability to work well under very tight deadlines. Most importantly, the program developed my ability to communicate both efficiently and effectively; on a fundamental level, I learned how to make writing accurate, clear and consistent. Through my radio and television courses, I also improved my speaking skills, learning to properly articulate and annunciate script copy.

In summary, I firmly believe that my education, work experience, strong editorial background and knowledge of would render me a choice candidate for this English Editor position.

Many thanks for your time and consideration,

Kimberly Lochhead

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