



## Colorado Public Radio Job Description (January 2018)

**Position:** Digital News Producer  
**Reports To:** Digital Editor  
**FLSA Status:** Full-time, Exempt  
**Department:** News

### Summary:

The Digital News Producer will be responsible for planning, editing and producing smart, accurate, fast news coverage for our afternoon and evening digital audiences, collaborating with both the newsroom in general and Colorado Matters. The DNP will also manage website homepages and social media channels as required. The DNP will also play a key role in helping train and coach a legacy newsroom for growing digital audiences.

### Essential Duties and Responsibilities:

- Identification with the mission and purpose of Colorado Public Radio. Ensures all work meets CPR's standards and practices for accuracy, fairness, objectivity and balance.
- Collaborates with reporters and producers to plan, edit and produce newscast, feature and talk show stories on all digital properties for evening-into-morning audiences.
- Edits and manages presentation of hub and news homepages, social media platforms, for engagement, timeliness, accuracy and brand consistency.
- Reports from the digital desk when required on breaking news and digital-first stories, and edits and manages those stories for publication.
- Helps set the p.m. news agenda: knows and reacts to the big stories that are important to our audience, represents digital at editors' meetings.
- Helps execute CPR News' overall engagement strategy through social media, Ground Source, the Public Insight Network, and more.
- Plays an active and engaging role in training and coaching newsroom staff on digital skills, best practices and culture change.
- Strong organizational skills in an environment that requires juggling tasks and deadlines, and working collaboratively within the newsroom and across departments.

### Core Competencies:

- **Change/Adaptability/Flexibility:** Adapts to change that benefits CPR, is open to new ideas, takes on new responsibilities, handles pressure, adjusts plans to meet changing needs.
- **Communication:** Communicates well both verbally and in writing, promptly shares information and ideas with others throughout the organization as appropriate, has active listening skills, can negotiate and persuade as needed.
- **Results Focus/Initiative:** Targets and achieves results, sets challenging goals,



prioritizes tasks, overcomes obstacles, accepts accountability, sets high standards and takes responsibility, provides leadership/motivation.

- **Collaboration:** Working collaboratively with others to solve problems, achieve common goals and positive results. Listens to others and values opinions. Is open with other team members and expresses disagreement constructively. Seeks opportunities to work on teams as a means to develop experience and knowledge.

#### **Knowledge and Competencies:**

- A base level tech understanding of HTML, CSS and some javascript, and the desire to learn more of it to help us innovate and grow.
- Hands on experience with Chartbeat, Google Analytics, or similar tools, to track, report out and advise the newsroom on audience behavior.
- Fluent with various content management systems (Drupal, Burli, Buffer at minimum); tools including Office, Photoshop, Premiere, Carto, Google Apps and more.
- Demonstrated excellence in editing to AP Style, and crafting headlines, cutlines and copy optimized for web, mobile, SEO and/or social platforms.