



Colorado Public Radio
JOB DESCRIPTION (12/16)

Job Title: Digital Producer
Reports To: Digital News Editor
FLSA Status: Exempt
Department: Programming

Summary:

The digital news producer identifies and crafts platform- and channel-specific stories -- both original work or collaborations with other reporters -- aimed at CPR audiences on website, mobile app, Facebook, Twitter and Instagram (and more in the future). Audience engagement rate is a key metric to success, as is the ability to translate metrics into actionable newsroom editorial strategy.

Responsibilities And Duties:

- Reinforce CPR News' continued commitment to journalism and audience engagement on digital platforms, especially social media.
- Bring demonstrated journalism experience and strong news judgment to the table that intertwines with CPR's overall mission and coverage strategy.
- Influence and collaborate in the newsroom assignment and editing processes at the earliest stages to shape the way our CPR's journalism appears for digital audiences.
- Craft platform- and channel-specific, distinctive journalism in ways designed to grow and delight social media audiences, and earn their trust and loyalty.
- Serve as eyes and ears for digital news going into evening hours. Edit, produce and manage stories for the main website -- daily news, features, Colorado Matters
- Position CPR's news social media channels to become true hubs of community engagement and conversation; draw people in and encourage them to speak. We're listening.
- Work closely with CPR's social media manager to track, understand and report on audience engagement that can broaden and deepen our coverage.
- Serve as a champion for the possibilities of cross-platform journalism, coaching radio reporters and producers proactively on opportunities and managing workflow.
- Collaborate and coordinate with morning assistant digital editor on strategy and scheduling of social posts.
- Keep current with, and share best practices and ideas around digital news, social media and audience engagement.
- Ensure that the content produced for the site and social channels meets CPR's standards and practices for accuracy, fairness, objectivity and balance.



- Demonstrate consistent excellence in writing audience-first, engaging, clean headlines, copy, cutlines and related material that's shareable, SEO-friendly and brand-sensitive.
- Be fluent in reporting and storytelling best practices including, but not limited to data visualization, photography, videography and more. Collaborate with other reporters and producers on deeper and more complex stories.
- Familiarity with AP Style will be a must.
- Other job duties as assigned, including backing up the digital editor on day-to-day editorial needs and representing the digital desk at meetings as requested.

Preferred Skills:

- Writing and editing: MS Word & Excel; Google Docs & Sheets
- Audio-visual: Adobe Photoshop, Illustrator, Audition and Premiere
- Mapping: Google Maps, Carto
- Content management: Drupal, HootSuite, Buffer

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: Works 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.

This position requires some nonstandard hours (including nights and weekends) and some travel. Position is based in metro Denver.

Education/Experience:

- Four-year degree in journalism or related field
- Minimum of four years of strong newsroom experience



- Impeccable news judgment and ethics, outstanding writing and editing skills
- Track record of self-directed work, including working unsupervised for parts of the day
- Strong organizational skills: thrive in an environment that requires juggling multiple tasks and deadlines, and working collaboratively in the newsroom and across departments.