Position: Social Media Editor  
Reports To: Director of Digital Platforms  
FLSA Status: Full time, Exempt  
Department: Digital Platforms

Summary:  
Colorado Public Radio is looking for a social media editor with experience in visual and short-form storytelling and social media strategy and tactics. Responsibilities include growing and engaging our social media audiences across CPR News, CPR Classical and CPR’s OpenAir, conceptualizing and creating social media content, and training others to use social media platforms to inform our journalism and tell our stories.

Essential Duties and Responsibilities:

- Grow and engage social media audiences by:
  - Working on the daily execution of overall social strategy
  - Planning and executing social approaches to special projects and daily news stories
  - Producing and posting original social media content in collaboration with reporters, digital producers, editors, music hosts, and program directors
- Conceptualize and create visually compelling editorial content with photos, videos, graphics and animation to engage and inform social media audiences.
- Work with the Director of Digital Platforms to craft distinct social media strategies for CPR News, CPR Classical and CPR’s OpenAir. Develop and uphold a clear and distinct voice for each of the three services to ensure that all posts and visuals are within that voice.
- Engage and interact with our audiences on all social media platforms. Monitor social media conversations for story ideas and to elicit audience feedback and participation to incorporate into our reporting and storytelling.
- Use analytics to create regular reports on how organic and paid campaigns are measuring against predetermined benchmarks. Use metrics from Buffer, Crowdtangle, Chartbeat and Google Analytics to track success, inform decisions about social tactics, and understand digital content that resonates.
- Set social media best practices and regularly communicate with content producers and editors, training and coaching others to strengthen their own social media skills.
- Collaborate with and support cross-functional teams (communications and membership) to promote the organization.
- Identify new social media platforms and develop new strategies, content, tools and workflows to grow our audiences on those platforms.

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:**

- 2-3+ years producing social media or digital journalism for a media company
- Enthusiasm and proficiency in a variety of social media channels including Facebook, Twitter, Instagram and YouTube
- Demonstrated proficiency in photography and photo editing using Adobe Photoshop
- Understanding of CPR News programming and familiarity with CPR Classical or CPR’s OpenAir music playlists preferred
- Video production and editing skills using Adobe Premiere ideal
- Strong writing skills and an ability to produce strong headlines and content for platform-specific audiences
- Self-starter who is able to build relationships across teams
- Exercises exceptional independent judgment and attention to detail
- A desire to stay on top of emerging technologies and an ability to target and prioritize efforts in budding digital spaces.

This position is based in the Denver Metro and requires working non-standard hours from time to time.