

ALASKA PUBLIC MEDIA
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Anchorage, Alaska 99508
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Title: Digital Producer/Reporter

Department: News

Reports to: Digital Managing Editor

FLSA Status: Full-time (40 hours per week), Non-Exempt, not eligible for overtime

Salary: \$56,000 - \$58,000

Location: Anchorage

Job Summary Statement:

Alaska Public Media is searching for a creative, motivated and digitally-minded journalist to join our newsroom as a digital producer and reporter. This unique, hybrid role blends digital strategy with on-the-ground reporting, making it ideal for a journalist who thrives both behind the scenes and in the field.

As a digital producer, you'll work closely with our managing editors to shape how we publish and promote our journalism online. You'll help lead our digital publishing and audience engagement strategy — writing sharp headlines, selecting compelling visuals, crafting effective social media posts and ensuring our stories are optimized to reach and resonate with Alaskans across platforms.

As a reporter, you'll keep your finger on the pulse of what Alaskans are talking about. You'll pitch and produce original stories that speak directly to our audience's interests — with a strong sense of what performs well digitally and why.

Who We Are:

Alaska Public Media (AKPM) is a broad-based public media organization that delivers television, radio and digital content. AKPM is the source for NPR radio and PBS television for Southcentral Alaska and stewards the public media statewide news collaboration.

What You'll Do:

- Help lead and execute digital publishing and audience engagement strategy across web, newsletter and social platforms.
- Curate the homepage with the most important and timely news of the day, ensuring the stories are optimized for digital platforms.
- Craft headlines and social posts that drive traffic, deepen engagement and ensure our news stories reach the broadest audience.
- Write and manage our digital newsletters, and help shape strategies to grow their reach and impact — including how they can drive audience engagement and membership.

- Pitch and report original stories, with an emphasis on what Alaskans care about and are talking about.
- Contribute to a newsroom culture that values curiosity, creativity and public service journalism.

Required Qualifications:

- At least three years journalism experience or equivalent.
- Excellent writing and copy editing skills, with strong knowledge of AP style.
- Proven ability to craft sharp headlines, story summaries and social media share lines that engage and inform.
- Strong attention to detail and the ability to juggle multiple deadlines in a fast-paced environment.
- Self-starter mindset with the ability to take initiative and thrive in a collaborative, team-based newsroom.
- Access to reliable transportation and flexibility to occasionally work various hours including nights, weekends and holidays.

Preferred Qualifications:

- Bachelor's degree.
- Familiarity with digital analytics tools and knowledge of audience engagement strategies.
- Knowledge of Alaska and the issues that matter most here.

Allowable Substitution:

If necessary, alternative combinations of education and experience to be evaluated by the Human Resources Office for comparability.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee in order to successfully perform the essential functions of this job. The employee is regularly required to stand, walk and sit; reach with hands and arms; talk and hear.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

AKPM is committed to helping employees face the demands of juggling work, family and

personal obligations by offering a number of possible remote and flexible work arrangements. These arrangements provide employees with increased flexibility with their work schedule while allowing AKPM to maintain a progressive and productive work environment.

AKPM is an equal opportunity employer and Affirmative Action Employer. We promote excellence through diversity and encourage all qualified individuals to apply.

Application Instructions:

Fill out the application form located at the bottom of this web page
alaskapublic.org/careers.

Want to learn more before applying? Reach out to Digital Managing Editor Tegan Hanlon at thanlon@alaskapublic.org.