DIGITAL CONTENT MANAGER (P/T)

For most of our 80 years, KALW has been a largely broadcast media organization. Most of the staffing and workflows have been developed to support a 24-hour radio station and largely volunteer-produced programming.

Spoiler alert: Increasingly, people are listening to and accessing our content on digital platforms — and we are developing more original content for podcasts and streaming.

Additionally, the station has articulated a clear mission to reach and serve a younger and more diverse audience, which is a lot more likely to access our content on phones, tablets, and computers than on the radio.

That is why, for the first time, KALW is hiring a digital content manager.

THE BIG PICTURE

We need someone who can:

- assess and consult on improving the digital experience across platforms, especially our website and social media feeds
- create a system and structure that dovetails with and supports what’s on air
- help us develop our digital voice(s) and help train and provide the necessary tools to individual programmers

We are looking for someone with both editorial experience and the digital chops to harness and handle our content management system. But be assured, you will be part of a team that will work to help make all of this happen!

THE RESPONSIBILITIES

- Ensure that the website is functioning properly and assist producers in the editing and posting of content on KALW.org
- Work with staff to make, manage, and curate content for the homepage, as well as section landing pages, including music, culture, and about us. Collaborate with news department, which will maintain its own landing page
- Develop a workflow — including a stationwide and department-by-department editorial calendar — that assists with the creation and distribution of KALW content across digital media platforms, including KALW.org, our social media accounts, and newsletter(s)
- Develop video and graphic assets that can be used across digital platforms
- Develop multi-platform digital campaigns to increase awareness and drive listenership to specific projects, shows, pages, events; coordinate with other marketing efforts
- Track and analyze digital analytics to figure out what’s working (and should be replicated) and what isn’t (and possible reasons why)
THE SKILLS / EXPERIENCE

- Developing editorial content (preferably with both news and music experience)
- Familiarity with CSS and content management systems
- Proficiency with a variety of graphic programs and platforms including Photoshop, Canva and Headliner.
- Project management experience
- Understanding of digital analytics and how to track and leverage them
- Interest in public media and local music

KALW is an Equal Opportunity Employer
KALW is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

About KALW: KALW creates and curates a unique mix of content centered around NPR and BBC news, music discovery, cultural exploration and informed public affairs. KALW is an NPR-affiliate and features the most acclaimed programming from NPR the BBC and the CBC, alongside locally-produced music, arts and culture programming with deep Bay Area roots. KALW’s mission is to create trusted, essential, artful media that engages and informs people across economic, social and cultural landscapes. We celebrate discovery, diversity, independence and new voices and are currently embarking on a new music mission for which we will be selling sponsorship.

THE SPECIFICS

- up to $30/hour; 24 hours/week
- Contract position through June 30, 2022 with potential for renewal
- Flexible schedule, mostly remote with limited work required onsite

Application Requirements:
Cover letter, resume and two-three writing samples.

Send to hr@kalw.org with subject line that includes your last name and “digital content manager”

Deadline:
Position open until filled. For best consideration, apply by April 14, 2022.