Digital Producer

Pay Range: $50,000-60,000 annually
Exempt: Yes
Full Time: Yes
Reports to: Managing Digital Editor

Summary:
This position helps implement the KUNC newsroom’s digital news strategy by working with KUNC journalists to edit and produce content to make it “shine” for our website and social media. Social media is used regularly to share timely news developments and important community information. This is not an on-air position.

The Digital Producer is a team player and integral part of the newsroom, working with news staff to turn quick stories online as well as to help envision and package planned features in a compelling way with an emphasis on storytelling, community engagement, and thoughtful approaches. This position will ensure that all materials produced for the website and for social media meet KUNC program standards of accuracy, fairness, independent research, verification, objectivity, and balance while expanding KUNC’s social media presence.

Essential Functions:

- Serves as a resource to the KUNC news department, building on their reporting, and facilitating digital content that compliments on-air news features and newscast spots.
- Works with news staff to adapt and create original content on KUNC’s digital platforms. This includes research, writing, editing, reporting, and overseeing social networks.
- Works with the Digital Managing Editor to implement a digital news strategy that is part of a comprehensive programming strategy to engage KUNC’s growing community.
- Helps develop and manage content for KUNC’s digital news and social media platforms, with the goal of increasing audience and growing engagement.
- Communicates through digital tools with the audience in a clear, concise, and engaging manner.
- Creates an active and responsive presence on social media.
- Provides guidance and training to staff as it relates to best practices in effectively using digital tools.
• Works with the digital managing editor to plan for digital special events such as press conferences, legislative hearings, and live interviews.
• Edits digital news content created by KUNC news staff. Creates and writes original digital news content.
• Posts digital content from KUNC collaborators and partners.
• Maintains and cultivates a relationship with NPR Digital Services.

Additional Responsibilities:
• Participates in on-air fundraising as well as station development and promotional functions, as needed.
• Appears on air to talk about digital-first projects as needed.
• Performs other duties as assigned.
• Acts as a member of the team who may have a variety of duties during major events such as Election Nights or breaking news situations.

Knowledge, Skills, and Abilities:

Knowledge
• Digital and social media concepts and tools.
• Experience using Photoshop, video editing tools, & audio editing tools (Adobe Audition).
• Excellent understanding of digital and social media concepts and tools.
• Strong knowledge of AP Style headlines and ethics concerning headlines and captions on social posts.

Skills
• Good editorial judgment.
• Fair, and accurate news writing.
• A sense of mission.
• Interviewing skills.
• Understands or is easily adaptable to different platforms, tech and skills needed to produce work that lives online exclusively.
• Proficient skills in Excel, Outlook, Word and Dropbox.
• Excellent oral and written communication skills utilizing proper grammar.
• Performs work professionally, with ethics and integrity, and maintains confidentiality when required.
• Attention to detail.

Abilities
• Work with little supervision and exercise good independent judgment.
• Be a positive team member and maintain effective working relationships with employees and the community.
• Curious and open to learning and applying the latest trends and skills to create an online presence and is adaptable or interested in learning new applications as they are introduced and become available.
• Motivated, engaged and committed to see a project through.
• Demonstrate respect for the diverse constituencies of Community Radio for Northern Colorado (CRNC), which KUNC is part of, and the public broadcasting system.
• Commit to supporting diversity, equity, and inclusion in the workplace.
• Think creatively about developing digital content for programs.
• Productive, responsible, and enterprising possessing a grasp of how global, national, and regional issues connect to the CRNC listening area.
• Maintain high journalistic standards of objectivity, balance, and fairness.
• Handle multiple and complex priorities with simultaneous demands, organizing and completing tasks according to their importance.

**Experience and Qualifications**
• Bachelor’s degree or equivalent experience in media, communications, web design, or related field.
• At least three year’s experience in the field with design, creation, and production for social media, preferably within the journalism industry.
• Valid Colorado driver’s license.
• Bilingual in Spanish is helpful.

**Physical Demands:**
The employee frequently stands, walks, sits, uses hands and fingers, reaches and lifts with arms, climbs, stoops, kneels, crouches, or crawls. The employee is required to frequently lift up to 30 pounds without assistance. Specific vision abilities required by this job include close vision; distance vision; peripheral vision; depth perception; and the ability to adjust focus.

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

**Work Environment:**
The employee typically works indoors in a standard office environment but is required to travel to other locations for station events. The digital producer also may work remotely, with their manager’s permission.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Community Radio for Northern Colorado’s mission is to strengthen our community by cultivating the mind and spirit - informing, inspiring, and entertaining. To fully live up to this mission, we strive to include diverse voices and amplify those from groups that are rarely heard in the media.
CRNC is an equal employment opportunity employer. We strive to make CRNC an example for other media organizations by modeling diversity, equity, and inclusion within our organization.

CRNC offers competitive salaries and generous benefits, including health, dental, vision, life & short-term disability insurance, as well as 403b retirement, paid leave, and much more. Working at CRNC:

KUNC informs and engages a large audience in Colorado with in-depth stories and analysis on a variety of platforms, including radio and digital. As a member station of NPR, KUNC airs NPR programming and integrates it with regional journalism to provide quality, in-depth, and engaging news.

At CRNC we care deeply about our employees, and we understand that attracting, developing, and growing talent is key to our success and enhancing our impact. We value colleagues who will enhance our culture by bringing new ideas, diverse experiences, and talents to our dynamic workplace. Our goal is to foster a culture of collaboration and innovation.

CRNC’s dedication to promoting diversity and inclusion is reflective in our company. We are fully focused on equality of opportunity and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, age, national origin, experience, and all other fascinating characteristics that make us different.

**Who Gets to Work Here:**
We strive to recruit, hire, and create a team of employees that demonstrate these qualities:

Cultural Competency: A high level of cultural competency and a commitment to diversity, equity, inclusion, and belonging in the workplace expressed in both approach and experience.

Collaboration: Effective collaboration and an appreciation of teamwork. Someone who enjoys spending time with others and respects hearing other perspectives and points of view.

Honesty: Honesty is a vital quality for our employees. We expect employees to be truthful with other employees, as well as our customers and stakeholders.

Innovation: Examining content and connections through new and energizing viewpoints. Always seeking to improve how we serve the public by being a welcoming organization to new ideas and initiatives.

Inquisitiveness: Someone who is always striving to learn more and increase their knowledge and that will use the information gathered and skills practiced improving their work performance and relationships with co-workers.
Humility: People on our team should feel pride in their work, but not to the extent of becoming arrogant.

Respect: Acknowledge people’s lived experiences and diverse viewpoints.

**About CRNC and KUNC:**
CRNC is a community-licensed public radio station, operated by Community Radio for Northern Colorado, Inc., a 501 (c) 3, Colorado non-profit organization.

The KUNC News Team is a group of dedicated journalists, who are committed to telling the stories of our diverse communities, reflecting the people who live in those communities and amplifying their voices. We operate with a team mentality, creating engaging and relevant content focusing on internal and external collaboration and experimenting with content styles and distribution. KUNC is a news and information staple within northern Colorado, serving numerous rural, mountain, and city communities for over 50 years.

Our non-commercial music service, The Colorado Sound, offers unique and diverse music discovery programming. We are based in Northern Colorado but heard throughout the state, across the country, and around the world. The Colorado Sound brings the spirit and soul of Colorado to our listeners through a cross-genre mix of new music, familiar favorites, and regional standouts.

KUNC, and the non-commercial music service, The Colorado Sound, aim to strengthen our communities by cultivating the mind and spirit - informing, inspiring and entertaining. To fully live up to this mission, we strive to include diverse voices and amplify those from groups that are rarely heard from in the media.