Social Media Producer / On-Air Fill-In Host

Pay Range: $51,000-$60,000 annually
Full Time: Yes
Exempt: Yes
Reports to: Program Director

Summary:
The Social Media Producer portion of the position is the primary role (80%). The position will collaborate closely with Content, Programming, Development, and Digital teams on a daily basis to create and coordinate social media content. The position will assist The Colorado Sound in telling strong stories while effectively using social media outlets to post content to boost membership, marketing initiatives, and enhance on-air content.

The On-Air Fill-In host portion of the position (20%) will host on-air music shows as needed to cover all necessary shifts in case of illness or vacation of the regular on-air hosts. This position may also cover some weekend air shifts.

Essential Functions: Social Media (80%)
- Devises a social network strategy in conjunction with the department head.
- Leads day-to-day community engagement across social channels.
- Produces digital and voice production.
- Uses existing content and creates new content for multiple social media platforms.
- Develops social marketing and a social media strategy built from an analysis of audience, culture, and business factors.
- Uses social listening to provide insights, including identifying cultural trends and potential content opportunities and developing them with the appropriate teams.
- Leads social post copy development.
- Decides what platform is best for the content and adjusts postings, as necessary, for what works best for each platform.
- Thinks creatively and collaboratively.
- Uses measurement tools effectively to make recommendations based on relevant KPIs.
- Monitors social analytics. Checks which campaigns are working (or not working) across channels and revises strategies (or make recommendations to build on successful campaigns).
• Measures and proves ROI. Set measurable goals for new campaigns across relevant channels and create a report to track performance. Use a social media campaign calculator to meet objectives.
• Finds relevant curated content that resonates with Colorado Sound listeners.
• Represents The Colorado Sound in external communications with content and distribution partners.
• Engages with the audience. Responds to comments and queries.
• Populates and frequently reviews content.
• Creates video reels for use on social media platforms.

On-Air Fill-In Host (20%)
• Live and voice tracking for The Colorado Sound music show shifts as needed and requested.
• Participates in membership drives and other fundraising activities.
• Represents The Colorado Sound in the local music community at select events.
• Participates in regular air check sessions with the Program Director.

Additional Responsibilities:
• Performs other duties, as assigned.

Knowledge, Skills, and Abilities:

Knowledge
• SEO knowledge
• Social media skills across a wide variety of platforms including Facebook, Instagram, Twitter, Tik-Tok and others.
• FCC and EAS guidelines and requirements.
• Triple A music format.
• Know what type of content works best on what platform.
• Understands the different days and times that work best on each platform for highest audience engagement.

Skills
• Tailor your communication style in accordance with the social media utilized.
• Communicate effectively on air.
• Excellent written and oral communication skills.
• Video, editing, and graphics skills.
• Writing skills, including short and effective headline writing, engaging video introductions and image captions, and structured text for easy reading.
• Interview and production skills.
• Efficient user of technology.
• Broadcast, digital recording, and editing equipment, including Adobe Audition, Wide Orbit or other automation systems.
• Good organization project management skills.

Abilities
• Match content with the most impactful social media platform.
• Work professionally, with ethics and integrity, and maintain confidentiality when required.
• Communicate effectively both orally and in writing utilizing proper grammar.
• Meet deadlines, handle multiple responsibilities at once, and shift gears quickly.
• Work with limited supervision and exercise independent judgment in line with CRNC strategic goals.
• Establish and maintain effective working relationships and communication with fellow employees and the community at large.
• Manage multiple priorities and simultaneous demands, organizing and completing tasks as set by the Program Director.
• Commit to and demonstrate supporting diversity, equity, and inclusion in the workplace.
• Think creatively.
• Consistently work well with others, demonstrating at all times respect for the diverse constituencies at CRNC and within the public broadcasting system.
• Be a creative collaborator by having the ability to be the voice of The Colorado Sound.

Experience and Qualifications
• High School Diploma or GED is required.
• At least two (2) years experience managing social media for an organization.
• One (1) year of experience in live broadcasting is preferred.
• Must live in the Northern Colorado area.
• Valid Colorado driver’s license.
• Access to reliable transportation.
• Bilingual in Spanish preferred.

Physical Demands
The employee is required to frequently stand, walk, sit, use hands and fingers, reach and lift with arms, climb, stoop, kneel, crouch, or crawl. 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 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, this position must 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’s DEI statement can be found at [CRNC Diversity Equity and Inclusion Statement 2022.06 (brightspotcdn.com)](http://brightspotcdn.com).

**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 integrates it with regional journalism to provide quality, in-depth, and engaging news.

At Community Radio for Northern Colorado (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:**

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 in 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.

**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.**