Job Title: Engagement Producer, But Why
Department: Content
Reports To: Executive Producer, But Why
Classification: Regular Full-Time
FLSA Status: Salary Exempt
Work Location: Varies
Cellular Phone Reimbursement Eligible: Yes
Prepared Date: October 2022

Summary
But Why’s engagement producer leads the team’s approach to social media and audience interaction and engagement. With a focus on social media and digital platforms, the engagement producer is connected to all aspects of the show’s production. The engagement producer must be able to tailor content for both adult and kid audiences and keeps an eye on emerging digital and social media trends to help expand But Why’s audience in terms of both numbers and diversity. They exemplify the lifelong curiosity that But Why encourages.

Essential Duties & Responsibilities
● Brainstorm ideas for episodes, guests and format
● Create short-form packages for social media platforms, including TikTok and Instagram
● Spearhead But Why’s social media strategy
● Track digital audience metrics for But Why
● Act as the first point of contact for our audience through email, and social media, helping audiences feel a connection to BW
● Post episodes on YouTube and take ownership to grow the But Why YouTube channel
● Assist with production, including mixing episodes, producing web content
● Oversee process for how questions are organized
● Assist with strategy for marketing of the brand, including earned media
● Help shape the sound of our episodes with music and ambient sound.
A high level of commitment and dedication to the mission of the organization and public media.

Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.

Preserving confidentiality appropriately.

Serving as an excellent ambassador for the organization, both formally and informally. Helping listeners, potential listeners, donors, and potential donors connect with the organization.

Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS listeners and donors. Managing conflict constructively.

Demonstrating a commitment to the continuous improvement of the organization’s ability to fulfill its mission and vision.

Demonstrating and encouraging creativity and enthusiasm for this work.

Expressing consistent, high-performance expectations for themselves, their department, the leadership, and the organization itself.

Developing a broad understanding of the organization’s departments, programs, and services to assist donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

**Supervisory Responsibilities:** None

**Position Requirements**

**Education and Experience**

Demonstrated expertise in creating dynamic and engaging social media content. Ability to interact with both child and adult audiences. Strong written and verbal skills. Editorial or production experience in podcasting or broadcast journalism or a background in primary school education preferred.

**Working Conditions**

Work is normally performed in a climate-controlled office environment with moderate noise levels (computers, telephones, etc.). No known environmental hazards are encountered in the normal performance of job duties.
Physical Demands

Work involves standing and walking for brief periods, bending, and filing, but most duties are from a seated position. There is potential for eyestrain from reading detailed materials on and computer screen. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please note: This is not an all-encompassing statement of this position’s responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.

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