



Producer Job Description

Example 1

We are looking for a **Digital Producer** who will create newsletters and social media posts, package and publish *News Organization* stories on our website, and help engage our audience with our reporting.

At its core, this position is about helping to build our audience and our relationships with our readers, listeners and viewers. You'll play an important role in our organization, joining a collaborative team of reporters, editors and fundraisers who have ambitious plans for growing *News Organization* in a big way over the next few years.

Who we're looking for

This is a job for someone who's excited to put their digital and writing skills to work for a mission-driven nonprofit. We're seeking candidates who:

Enjoy working in the digital space. You will web produce stories on WordPress and use other tools such as Adobe Creative Suite, Mailchimp, Canva, Airtable and Google Workspace to create content for our website, newsletters and social media accounts (we will provide training as needed).

Love writing. You will write copy for social media and newsletters, helping to ensure our work resonates with readers. You are a confident writer who can produce clean copy without heavy editing.

Solve problems creatively. You'll help us share our organization's story with the community – both online, and in person at events and during other community building initiatives (for example: flyer distribution, focus groups, meet and greets, community listening sessions, etc). You are not afraid to experiment, and will have opportunities to find new ways of promoting and sharing our work.

Thrive in collaboration. You will help the audience engagement editor implement *inewsources's* broader audience strategies, share our work with our local and national partners, and work with outside vendors. You also will help collect and analyze audience data and communicate that impact across the organization.



Qualifications:

- A bachelor's degree
- Strong written and verbal communication skills
- A positive attitude, desire to collaborate and openness to new challenges
- Ability to thrive in a fast-paced environment that requires flexibility and partnering with others on a regular basis
- Commitment to journalism ethics and fairness

Preferred skills:

- Experience reporting or promoting journalism in a newsroom setting
- Experience crafting campaigns for various social media platforms
- Experience writing newsletters with a focus on audience
- Experience with content management systems such as WordPress
- Prior experience or familiarity with Newspack sites
- Prior Mailchimp experience
- Fluency in Spanish

If this opportunity sounds exciting, we'd love to hear from you! Please apply and tell us about yourself. **We welcome candidates who may not have experience in all areas, but who are excited to learn and collaborate, and we deeply value applicants from diverse lived experiences and backgrounds.**

Day to day, you would work collaboratively with your supervisor, *News Organization's* Audience Engagement Editor. Your team would take on one of the most important and exciting jobs at *News Organization*.

What we'll give you

We pay a wage that's commensurate with your experience and competitive with other similar job descriptions. We have a range of benefits, including health, dental and vision insurance, 401K with employer match, vacation, sick leave, paid holidays, cellphone stipend and more.

Our goal is to serve our community and meet our mission every day and that means helping you do your best work in a place that makes you feel welcome, supported and valued.

Posting Date: February 15, 2022

Application Deadline: March 11, 2022



Location: San Diego, CA. Our staff is currently working remotely. The position requires being based in San Diego County, but we welcome remote candidates who'd plan to relocate within the next six months.

Start Date: Flexible, but early March preferred.

Starting Salary: The salary range for this position is \$50,000 to \$55,000. This is an overtime eligible/non-exempt position.

TO APPLY: Please submit an application through this link. If you have any questions, please contact jobs@email.org.

Example 2

We are looking for a **senior digital producer** who will help streamline the user experience on our website and digital products, and in turn help grow our audience and donor base.

At its core, this position is about implementing strategies that help expand our reach and deepen our relationships with our readers, listeners and viewers. You'll play an important role in our organization, joining a collaborative team of reporters, editors and fundraisers who have ambitious plans for growing *News Organization* in a big way over the next few years.

Job summary:

The senior digital producer serves as the point person for optimizing the audience experience for *News Organization*. You'll handle the technical aspects of our website and digital products, and work with everyone on our team.

Who we're looking for:

This is a job for someone who's excited to put their design and development skills to work for a mission-driven nonprofit.

Position responsibilities:

- Implement design and development decisions related to the layout, user interface, and user experience of *News Organization's* audience-facing digital platforms and products (website, newsletters, etc.) in response to audience and business needs.
- Troubleshoot needed fixes, and manage and maintain a backlog for *inewsources's* website and digital products.
- Partner with Newspack and other third party digital services, partners and contractors on the development and implementation of new and improved features and functionality.



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- Collaborate with revenue and editorial on the development of effective and efficient workflows.
- Collaborate with revenue and editorial teams on the development of strategies that expand and deepen engagement with *News Organization's* online audiences and grow reader revenue. Manage their implementation on *News Organization's* digital platforms.
- Work closely with the revenue team on such things as fundraising campaigns and donor recognition.
- Monitor and analyze digital analytics, conduct research into user behavior and distribute regular reports.
- Promote the use of data-driven insights in decision making.
- Optimize digital content including implementation of SEO strategies and A/B testing.
- Serve as a back-up web producer handling story rollouts, social posts and newsletters as needed.
- Train additional staffers on web and digital production to serve as back-up producers as needed.

Qualifications:

- Bachelor's degree
- Experience with content management systems such as WordPress and plugin experience
- 2+ years of experience with HTML, CSS
- 1+ years of experience with analytics tools such as Google Analytics
- Digital strategy experience
- Familiarity with UI / UX best practices
- Familiarity with accessibility standards and design best practices
- Portfolio of past design & development work
- Excellent work ethic and a positive attitude. Ability to thrive in a fast-paced environment that requires flexibility and partnering with others on a regular basis
- Ability to communicate with others, including non-technical people
- Ability to balance task management of smaller items with big-picture, long-term creative thinking

Preferred skills:

- Prior experience working in a newsroom setting
- Prior experience or familiarity with Newspank sites
- Experience with audience testing
- 1+ years JavaScript



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- Familiarity with on-page and technical SEO best practices
- Experience partnering with outside vendors
- Experience with data visualization
- Experience with customer journeys and customer funnel design
- Fluent in Spanish

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Day to day, you would work collaboratively with your supervisor, *inewsourc*e Audience Engagement Editor. Mary Plummer. Your team would take on one of the most important and exciting jobs at *News Organization*.

What we'll give you

We pay a wage that's commensurate with your experience and competitive with other similar job descriptions. We have a range of benefits, including health, dental and vision insurance, 401K with employer match, vacation, sick leave, paid holidays and more.

Our goal is to serve our community and meet our mission every day and that means helping you do your best work in a place that makes you feel welcome, supported and valued.

Example 3

We're looking to hire a **Reporter/Producer** ready to dive into the deep end of U.S. health policy. Someone who can get up to speed quickly, isn't afraid of acronyms or academics and loves narrative podcasts. We're looking for someone eager to work on a small team that's passionate about using the power of audio journalism to help people grasp the human and economic consequences of health policy. You should be excited to learn from others, embrace the show's style and collaborate closely with the show's Host/Executive Producer.

News Organization is a non-profit media company striving to help people have smarter, more honest conversations about the U.S. health care system. Each week we put out a podcast that tells intellectually engaging, emotionally resonant stories.



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We also produce digital content that breaks down the policies and research covered on the podcast.

Our show follows three principles: (1) rely on research and evidence; (2) employ storytelling techniques; and (3) focus at the intersection of policy, money and people.

This is a full-time remote position that reports to the Host/Executive Producer. The salary range is \$70,000-\$85,000. We currently do not offer health benefits. Start date is November 1 or sooner.

We are a remote team spread across the country, and due to production schedules and the unpredictable nature of news, this position may be asked to work outside normal working hours.

What you'll do:

- Pitch, report and produce two 10-20 minute episodes per month in partnership with the Executive Producer
- Book and interview guests, including health care experts, executives, medical providers and patients
- Work in close partnership with the Host/Executive Producer to prepare for guest interviews
- Collaborate with sound designer to produce rough mixes with scoring and sound design
- Create supplemental website content for episodes
- Support promotion of episodes
- Offer peer editing and feedback on episodes led by other producers
- Collaborate with the rest of the *News Organization* team on other projects as they arise

What you'll bring:

- At least 3 years experience in journalism, or equivalent experience
- Strong interest (and ideally familiarity) in health care and health policy
- Experience in audio journalism, audio production and/or podcasting
- Strong writing skills
- Ability to produce high-quality content on deadline
- Capacity to work independently and make progress on multiple assignments simultaneously
- Comfort (and ideally experience) reading and vetting academic research and other data for stories



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- Eagerness to have fun and collaborate with a remote and dedicated team

Don't feel like you can check every single box above? That's okay! If you're passionate about this job, we want to meet you!

News Organization is committed to building an inclusive and equitable workplace. Everyone, especially those from historically marginalized groups, are encouraged to apply. We value lived experience, including with the systems that shape our health and health care, in addition to work experience. *News Organization* does not discriminate on the basis of race, color, religion, gender, gender identity, gender expression, sexual orientation, national origin, age or disability.

HOW TO APPLY:

Send a resume, cover letter and 2-3 work samples (audio if available) to jobs@email.org. We want to see your best work!