



**Institute for  
Nonprofit News**

# Publisher Job Description

## Example 1

*News Organization*, a national, monthly print magazine and website that has covered politics and social movements from the left since 1976, is seeking an **Associate Publisher** to join our management team.

Deadline to apply: Monday, April 19

### **ABOUT THE JOB**

*News Organization*, a nonprofit, monthly print magazine and website that has covered politics, social movements and culture from the left since 1976, is looking for someone to join our management team as the Associate Publisher. This person will be a key part of helping grow the organization and navigating the changing world of media, in which our model of nonprofit, reader-supported journalism is becoming increasingly important. This is an ideal role for someone who is passionate about social change and progressive media, as well as the ins and outs of how nonprofit media functions, survives and thrives.

We're looking for someone with at least 3 years of experience as a business manager or project manager. Experience working with nonprofit media and/or political or social justice organizations is a plus, but not required.

This is a full-time position with great benefits, and a starting salary of \$54,000. The job is based in Chicago, in our spacious office right off the Western Blue Line, though we are temporarily working remote due to Covid-19. The deadline to apply is Monday, April 19.

### **RESPONSIBILITIES**

Oversee all organization finances and budgeting, with a strategic eye towards increasing revenue and using resources efficiently

As part of a four-person management team, help lead strategic planning processes to grow the organization and increase the impact of the journalism it produces



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Manage personnel and human resources needs for the organization and its 14 full-time employees, and help maintain a culture that respects workers and embodies the values our journalism advocates

Serve as a problem solver to ensure that staff have the resources and support they need to be successful

Manage relationships with outside vendors

Serve as the point of contact with the board of directors on financial matters

Ensure the organization is compliant with all local, state and federal requirements for a nonprofit organization

### **QUALIFICATIONS**

There is no one-size-fits-all to working in independent nonprofit media, and no one perfect set of skills for this position. As a result, we're open to considering candidates with a wide range of experience and skills, with the one requirement that they have project management and/or business management experience.

#### **Required:**

3+ years of experience working as a business manager or project manager

Demonstrated excellence in organizational skills

Experience with finances and/or human resources

Strong ability with Microsoft Excel and Word

Strong problem-solving skills, combined with flexibility, resourcefulness and a sense of humor

An interest in media and how media organizations are evolving in the current economic, technological and political moment

Passionate belief that media plays a crucial role in the movements for social, economic, racial and environmental justice

#### **Preferred:**



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Experience working as a business manager or a project manager, with the relevant, financial management, data management, and/or human resources experience

Experience with QuickBooks and accounting procedures

Experience working in nonprofit media, and/or with political or social justice organizations

Familiarity with progressive politics and/or independent media

Knowledge about social movements, labor, and/or Left history

Strong communication abilities including the ability to engage with people on the phone, in writing and in person

### **SALARY AND BENEFITS**

This is a full-time, 40-hour a week position with generous benefits, including 100% paid medical and dental insurance, employer matched SIMPLE IRA plan, three-months paid parental leave, 16 paid holidays and 4 weeks paid vacation. *News Organization* is a News Guild union workplace, and this is a management position.

Annual salary is \$54,000.

The job is based in Chicago, in our spacious office right off the Western Blue Line, though we are temporarily working remote due to Covid-19.

*News Organization* is committed to diversity and encourages members of underrepresented communities to apply, including women, LGBTQ people, people of color and people with disabilities.

### **TO APPLY**

Email resume and cover letter to [jobs@email.com](mailto:jobs@email.com), with "Associate Publisher" in the subject line.

The deadline to apply is Monday, April 19.

## Example 2

*News Organization* seeks a dynamic and innovative **Executive Director/Publisher** to lead the nonprofit organization through its next phase of growth. The E.D. will promote Bay Nature as an indispensable source of information about the Bay Area's



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natural environment, raising the visibility of its award-winning environmental journalism and identifying opportunities to increase the organization's impact throughout the region. They will advance *News Organization* as a leading advocate for the Bay Area's extraordinary natural resources and an important community resource for its passionate and diverse constituencies. The E.D. will lead efforts to expand the magazine's subscriber base, build its online presence, and engage a broad cross section of the community in its goal of connecting people to the natural world of the Bay Area.

Reporting to the Board of Directors, the Executive Director/Publisher will be responsible for *News Organization's* operations, including staff management, fundraising and revenue generation, financial oversight, and building and maintaining external relationships. While the magazine's Editor-in-Chief will be directly responsible for managing the content and production of the magazine, the Executive Director/Publisher will collaborate with staff to grow the reach of the organization, its impact and its mission-driven content.

### RESPONSIBILITIES

#### *Leadership/ Management*

- Lead the development of a multi-year vision and strategic plan for *News Organization* in the light of a rapidly changing world; execute on the new vision and plan and align stakeholders with *News Organization's* plans for growth and increased impact; prepare *News Organization's* annual operating plan.
- Increase *News Organization's* presence and partnerships in the Bay Area to heighten visibility and reach.
- Collaborate with Board and Staff to update business model and revenue generation strategies for an independent nonprofit media organization in an era of digital media.
- Foster a Diverse, Equitable, and Inclusive organization that has at its core a culture of collaboration, respect, transparency, inclusiveness and professional excellence, while nurturing and supporting all members of the team.
- Provide timely and meaningful information to the Board of Directors to support the decisions made on behalf of the organization.

#### *Development/Revenue Generation*

- Develop a financial sustainability plan that includes generating revenue, managing program costs, and diversifying funding.



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- Assess *News Organization's* current fundraising program. With the Development Manager, lead the design and implementation of a diversified development program to expand revenue opportunities and deepen *News Organization's* philanthropic capabilities.
- Identify and cultivate relationships with foundation, government, corporate and individual donors to develop a strong prospect pipeline and donor base.
- Working with the Development Manager and Advertising Director, set funding and revenue goals; prepare the annual resource development plan, working with staff and board to achieve its goals.
- Work with the Advertising Director to develop and implement a strategy to increase magazine advertisers and advertising revenues.
- Build reserves to ensure fiscal responsibility and sustainability, in part by implementing a planned giving program.

### *Business Operations/Finance*

- Codify and build internal systems and infrastructure for scalable growth.
- Provide effective administration of *News Organization's* operations, including finance, human resources, advertising, marketing, communications, and programs. Manage all staff and set annual goals, conduct performance evaluations annually, and set compensation.
- Oversee the fiscal integrity of Bay Nature, including submitting to the Board a proposed annual budget and quarterly financial statements, which accurately reflect the financial condition of the organization.
- Provide strong fiscal management that anticipates operating within the approved budget, ensures maximum resource utilization, maintains a positive financial position and strengthens reserves over time.

### *Program Development/Marketing*

- Represent *News Organization* among the Bay Area's network of environmental organizations, community leaders, educators, policy makers, and funders to increase visibility and engagement.
- Lead a strategy to expand the Institute's programs to reach and engage more diverse communities in the Bay Area.  
Initiate, cultivate and maintain partnerships critical to *News Organization's* programmatic work and mission.

### CANDIDATE QUALIFICATIONS/EXPERIENCE



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*News Organization* encourages interest from a diverse candidate pool and seeks applicants who have an appropriate combination of education, training, skills, lived experiences and voice to execute the necessary job functions of the role. The requirements listed below are guidelines. *News Organization* realizes that candidates may not satisfy every requirement or meet every qualification listed.

### *Education:*

A Bachelor's degree is required.

### *Experience:*

- Nonprofit/small organization or program leadership experience, including overseeing program operations and hiring and managing a proficient and diverse staff.
- Experience setting the operational vision and strategy for an organization or program to produce effective changes and improvements to administrative functions and services.
- Experience in overseeing the financial health and scaling of an organization or program, exhibiting fiscal responsibility and commitment to financial sustainability (developing and managing budgets).
- Experience in nonprofit fundraising, including individual and institutional giving and revenue-generating planning and implementation.
- A record of thinking strategically, working with a team to define a vision, and establish and execute plans to achieve goals of the organization.
- Experience serving as the representative or public voice of an organization or significant program and engaging diverse perspectives.
- Proven project management skills and the ability to translate strategies from plans to action.
- Experience working with a board.

### COMPETENCIES/ATTRIBUTES

The successful candidate will have or be:

- A Love of nature, natural history, conservation, and open space in the Bay Area.
- Vision and the ability to lead collaboratively, influence board and staff, exhibit transparency and openness, and make difficult decisions when there isn't agreement.
- Strong strategic planning skills and a capacity to develop and implement clear goals, systems and priorities



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- Able to pivot and adapt successfully alongside board, staff, and stakeholders.
- Dedication and passion for the mission of *News Organization* and for exploring and stewarding the natural world of the Bay Area.
- Deep appreciation for the value of independent journalism and the importance of trustworthiness in media.
- Enthusiasm and curiosity around the success of nonprofit local media as it grows in momentum across the US, as exemplified by the Institute of Nonprofit News, and affinity for print and digital media.
- A deep belief and commitment to diversity, equity, and inclusion. Culturally sensitive and adept at connecting with diverse communities.
- Dynamic and inspiring communication skills. Excellent external communicator with ability to show passion for mission to staff, funders, partners, and stakeholders.
- Emotional intelligence and demonstrated self-awareness, self-regulation, social rapport, passion, and motivation.
- Strong financial skills, including the ability to develop budgets and management reports that present a clear financial picture of the organization and revenue-generating activities.
- Proven ability to serve in the role of resource/coach/mentor to board members and colleagues; and, in close partnership with the board chair, build the board's capabilities in fundraising, consultation, and advocacy

### COMPENSATION AND BENEFITS

A competitive compensation package, including a comprehensive benefits package, will be offered. To be considered for this position or for additional information, please contact and/or send resume and cover letter to [apply@email.com](mailto:apply@email.com).

### Example 3

*News Organization* is seeking a **Publisher** to lead our organization. We require a self-motivated individual with superb organizational and writing skills, and the ability to work energetically and collegially with a dedicated staff committed to the mission of the organization. The ideal candidate will steward our organization into a new phase of growth, and, as executive director, is responsible for staff management, board management, fundraising, strategy, and growth at the topmost level. Being based in New York City is preferred but not required.

Applicants should send a cover letter, resume, and three references to [hires@email.org](mailto:hires@email.org).



## **Key Responsibilities of the Publisher**

### Strategy and Policy

- Drive forward the vision of the organization.
- Guide and grow a Board of Directors, staff, and the other organizational bodies made up of diverse stakeholders with differing perspectives.
- Understand and operate within the nuance of policy and relationships with other organizations.

### People

- Serve as the public face of organization
- Work cooperatively as you grow a fast moving, agile, and collaborative staff.
- Act as the key salesperson and representative for the organization internally and externally.
- Demonstrate a never-failing ability to listen and build consensus on policy and mission questions at the highest level.

### Administration

- Willingness and ability to design and execute policy changes across the organization.
- Hold staff accountable for professional development and success.
- Bottomline financial controls and viability in tandem with the Treasurer and Finance Committee.
- Serve as the arbiter, with advice and counsel of the Board of Directors, on all issues legal, accounting, regulatory.

### Fundraising

- Manage a large community of stakeholders and supporters to grow the budget and scope of the organization.
- Take on challenging and important relationships and guide those relationships to their most productive place.
- Imbue an entrepreneurial and energetic spirit at the top of the organization.

## **Relevant Skills**

- Clearly articulated political and social vision, and the ability to steward a growing organization through transformational strategic change.
- Demonstrated leadership skills, especially in a collaborative setting.



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- Ability to facilitate the development of organization-wide goals and to lead in achieving them.
- Ability to inspire and cultivate donors, staff, and other stakeholders.
- Ability to help assess organizational weaknesses and troubleshoot to develop long-term, forward-thinking solutions.
- Facilitation skills and familiarity with various modalities for group processes.
- Significant expertise within topics relevant to the organization's editorial work.
- Hiring, assignment, direction, and evaluation of staff.
- Hands-on management, delegation, and systemic thinking.
- Operating as an effective tactical and strategic thinker.
- Setting the organizational culture with energy, patience, innovation, and ethical commitment.

### **Compensation**

- 80k+ yearly salary
- Great benefits package

*News Organization* is an equal opportunity employer and prohibits discrimination and harassment of any kind. *News Organization* is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at *News Organization* are based on business needs, job requirements, and individual qualifications, without regard to age, race, color, creed/religion, disability, national origin, sex, gender, gender identity, sexual orientation, pregnancy, veteran or military service member status, familial status, marital status, domestic violence victim status, genetic information, arrest and/or criminal conviction record, or any other category protected by law. *News Organization* will not tolerate discrimination or harassment based on any of these characteristics. We highly encourage individuals from marginalized groups of any kind to apply.