

Vermont Public Radio Job Description

Digital Producer

Job Title: Digital Producer
Department: News
Reports To: Assistant News Director
FLSA Status: Exempt
Date: December 2019

SUMMARY:

The Digital Producer is part of VPR’s newsroom and essential to the quality and reach of VPR’s digital news content. The producer collaborates with newsroom reporters, producers and editors to create innovative digital projects and enhance VPR’s daily online news presence. He/she has a responsibility to update VPR’s website and social channels and to create digital-only content through enterprise reporting and from VPR’s broadcast content. The producer also brings a focus on innovation and works with reporters and producers to develop significant digital projects.

ESSENTIAL ROLES:

1. Quickly write, edit and post updated news content to VPR’s digital platforms.
2. Develop digital-only content beyond the scope of what the news staff could produce independently, including interactive tools, databases, infographics, video and maps.
3. Edit and publish digital content created by news staff.
4. Experiment with emerging technology and social/digital platforms to develop best practices that can be adapted throughout the newsroom.
5. Act as a champion for VPR’s online audiences.
6. Help develop digital and social strategies for VPR’s newsroom and train staff on new digital and social tools.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Essential Responsibilities	Outcomes
Produces high-quality digital builds and web features; edits news and programming posts as assigned.	Uses judgment to help determine the scope of web builds given time and resources. VPR.org becomes a strong online news site.
Collaborates with reporters, producers, web developers, designers and illustrators to carry out banner projects; produces high-level digital-first projects beyond of the scope of what the News staff could produce independently.	The frequency and impact of digital news innovation increases significantly, measured through metrics and engagement.

Leverages social media to engage and grow VPR's audience.	Writes strong, creative social content that engages listeners in programming.
Uses metrics provided by VPR's Digital team to monitor the performance of news stories and programs online and in social media.	The staff is well informed about digital audience size and engagement.
Fully committed to journalistic accuracy, fairness and ethics.	Contributes to VPR being viewed as a model of journalistic standards and ethics.
Participates in station fundraising activities as needed.	Conveys confidence and enthusiasm in fundraising, and the public broadcast funding model.
Involved in ongoing professional development for the benefit of VPR	Ongoing professional development is a priority and is seen as a model by other staff.

EXCELLENCE IN THIS ORGANIZATION includes the following:

1. A high level of commitment and dedication to the mission of VPR and public radio.
2. Preserving confidentiality appropriately.
3. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, donors and potential donors connect with VPR.
4. Fostering respectful communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR listeners and donors. Managing conflict constructively.
5. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
6. Expressing consistent, high performance expectations for themselves, their department, VPR's leadership and VPR.
7. Developing a broad understanding of all of VPR's departments, programs and services sufficient to assist donors, collaborate effectively with peers, ensure excellent communication and teamwork among departments.

SUPERVISORY RESPONSIBILITIES: none

POSITION REQUIREMENTS:

Education and Experience:

1+ years experience in journalism.

Essential Skills:

- Strong news judgment, ability to report news stories
- Working knowledge of AP style and best practices of digital journalism
- Ability to edit photos, audio, and video
- Working knowledge of HTML and web-based content creation platforms
- Working knowledge of social insights tools and metrics
- Technologically versatile with willingness to expand skills
- Good organizational skills and ability to meet deadlines

Physical Demands:

While performing the duties of this job, the employee must regularly talk, hear, and sit or stand facing a computer using a keyboard for extended periods, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to five pounds. Specific vision abilities required by this job include close vision and ability to adjust focus and use dual monitors. The work environment is an open environment office and noise levels vary. (The physical demands described here 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.) *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.*