

Job Title: <u>Digital News Producer</u> Department: News & Information	FLSA status: Nonexempt Reports to: Senior Producer
---	---

Position Summary	The Digital News Producer works as part of the CapRadio News Team to enhance and expand CapRadio’s news presence on digital platforms. This includes aggregating existing content and creating original content in support of CapRadio’s news programs and reporting. The DNP may occasionally function as a quasi reporter/blogger during breaking news events. The DNP is tasked with enriching CapRadio’s digital news presence by incorporating aesthetically-pleasing elements such as infographics, maps, photos, videos etc. into stories. The DNP utilizes social media, the web and other digital platforms to seek out and engage with new and diverse audiences.
General purpose:	Provide digital production support to the CapRadio news team

Position responsibilities:

- Works under supervision of the Senior Producer as a member of the News and Information department, providing digital content and social media support for on-air news programs, multi-media documentaries, and digital-only initiatives.
- “Webifies” and posts news content from CapRadio and other sources such as AP to capradio.org. Builds out these stories with value-added content such as links, graphics, charts, Google maps, video, etc. Confers with reporters and editors to determine which materials should be included with stories. .
- Writes and regularly updates news copy for digital platforms, especially during breaking news events, pulling from available sources such as fire/police incident reports, AP content, reporter/editor input etc, under direction of the Senior Editor, News. Reviews and copy edits reporters' online news stories as needed, in coordination with the Senior Editor.
- Creates and maintains “special sections” on capradio.org to house periodic news series, projects and initiatives undertaken by CapRadio News. Builds out these shell pages with value-added content such as links, infographics, maps, videos, photos, related stories, blogs, storify, etc.
- Re-purposes individual *Insight* and *On Deadline* show segments as discrete digital packages that can be “pushed out” and strategically featured on capradio.org and on social media
- Looks for ways to link CapRadio shows to related CapRadio news articles. Exploits opportunities for better integrating our own content (this would also include music, food, arts and lifestyle related topics)
- Proactively engages the CapRadio audience through social media (Twitter/Facebook/Instagram, etc.) Promotes *Insight* and *On Deadline* and poses questions daily (in consultation with show producers). Also finds ways to involve audience while shows are in progress (Cover It Live, Twitter)
- Works closely with other content producers to break & develop ongoing stories. Under the direction of the Senior Producer, updates capradio.org to reflect editorial priorities. Regularly checks wire services, local news sources & blogs for

developing stories with a focus on the Sacramento, Tahoe/Truckee and Central Valley regions.

- Proactively exercises quality control of capradio.org. Proofreads copy, confirms links are working, makes sure stories appropriate to certain beats are showing up on those beat pages, evaluates headlines and teasers for SEO, checks that photos are cropped correctly, etc.
- Provides training and ongoing assistance on online tools for reporters and producers.
- Stays up-to-date on emerging and current technologies, and meets with the CapRadio Digital team on a regular basis to learn about and provide feedback on the suite of online tools available to the CapRadio News team.
- Stays up-to-date on news and current events, particularly in Sacramento.
- Helps develop a regular community of listeners/users and identifies new opportunities for engagement with CapRadio's online audience. Maintains regular posting schedule on Twitter/Facebook under direction of Senior Producer.
- Cultivates sources, identifies important trends in local news, & collects & verifies information through a variety of online/offline channels.
- The Digital News Producer may be expected to participate in station on-air fundraising activities, and make appearances for CapRadio's community building events and other or related public relations activities.
- The position might also require flexible hours, possibly involving evenings and weekends.
- The Digital News Producer adheres to deadlines and, in concert with appropriate staff, makes timely and effective decisions in situations requiring prompt attention.
- Performs other duties as assigned

Essential skills and experience:

- Team oriented; effective communication and interpersonal skills.
- Excellent writer and proofreader.
- Experienced in creating content for online presentation.
- Adept at using CMS applications, Adobe Creative Suite (primarily Photoshop) and mastery of working in HTML/CSS
- Strong organizational and time management skills
- Demonstrated excellence in news judgment and ability to generate engaging story ideas.
- Expertise in newsgathering, writing, editing, copyediting and media production for short-form and long-form reports and productions.
- Ability to work well with accuracy under tight deadlines
- Strong computer proficiency in a Windows environment.

Preferred Qualifications/Experience:

- 3 years experience in a similar capacity preferred
- Bachelors degree in journalism or related field or experience preferred
- Public broadcasting experience

Reporting to this position: No direct reports

Physical demands and work environment: The physical demands and work environment characteristics 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.

- Physical demands: While performing the duties of this job, the employee is occasionally required to walk, walk up stairs; sit; use hands to handle, or feel objects; reach with hands and arms; talk and hear. The employee must occasionally lift and/or move up to 15 pounds.
- Work environment: The noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies.