



DIGITAL ENGAGEMENT PRODUCER

[inewssource](#) is a nonprofit newsroom in San Diego dedicated to engaging and serving the diverse communities in California's second most populous county with its investigative and accountability journalism. We are looking for a **Digital Engagement Producer** with original ideas for getting our stories in front of a broad audience and a passion for online content that's engaging and creative.

At its core, this role is about building our audience and our relationships with our readers, listeners and viewers. By extension, you play an important role in our organization, working with everyone on our team.

We are looking for someone who is passionate about fact-based reporting, accuracy and trustworthiness and is up for the challenge of taking responsibility for compelling story rollouts and engaging social media messaging. We'll value your ability to speak up about what's working and how things could be improved.

You'll be joining a collaborative team of reporters, editors and fundraisers who have ambitious plans for growing *inewssource* in a big way over the next few years. We want you to have a key part in that.

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. It's a job for someone who believes with their whole heart that fact-based, civic journalism can change communities, institutions and people for the better. We'd love it if you pushed us to consider new ways of producing journalism and reaching audiences that we haven't yet thought of.

Ideally you...

- Have experience designing social media campaigns to share content strategically over multiple platforms with an understanding of what target audiences you are trying to reach and why.
- Enjoy experimenting with the latest social media platform and bring creativity to exploring new ways to share content.
- Agree that the job is not done once the content is shared. You're someone who works passionately to help foster community connections and build relationships before, during and after publication.

- Either already know how to seek out the data and metrics needed to assess whether you're achieving your audience goals or are excited about tackling that challenge.
- Have experience working on a web-based publishing platform such as WordPress, including working with and troubleshooting visual content posted online.
- Enjoy helping teammates do their best work.
- Embrace the importance of letting facts speak for themselves, expressing yourself clearly with a conversational voice while avoiding offering opinions.
- Can convey complex matters to a broad audience in clear language.
- Are committed to accuracy, including in grammar and spelling.
- Are comfortable with juggling tasks.
- Are relentlessly curious, always ready to own up to what you don't know and then dive in and learn it.
- Are passionate about the impact of journalism in local democracy.

San Diego is a richly diverse place and we believe strong community connections and relationships grounded in respect and trust are vital to the work that we do. Equity is a focus of our reporting. We strive to produce investigative reporting that is accessible and meaningful to all San Diego communities. Our organization values diversity, equity and inclusion at all levels and has several active employee working groups. We deeply value applicants from diverse lived experiences and backgrounds.

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.

Who you'd be working with

inewssource has spent the last 11 years dedicated to holding public leaders accountable, watching out for taxpayer money, provoking a search for solutions to governmental and societal problems, and strengthening democracy in our region. We publish our content online, on radio and TV, and sometimes in print. Our stories air on KPBS and CBS8, among other partners.

Right now, we are a team of 15 people, including full-time reporters, editors and a handful of people on the business side. We intend to double our staff in the next few years.

In 2019, we earned a major national validation and a large investment in our long-term sustainability from the American Journalism Project, a new venture philanthropy group committed to saving civic news. This funding is helping to build a robust revenue team that will be responsible for maintaining and growing the newsroom.

Day to day, you would work collaboratively with your supervisor, *inewssource* Audience Engagement Editor Mary Plummer. Plummer is an award-winning journalist charged with overseeing our audience engagement/growth efforts. Your team would take on one of the most important and exciting jobs at *inewssource*.

The nitty gritty

- Write copy for social media and digital content, including but not limited to newsletters, social media posts (Facebook, Twitter, Instagram, etc.), community engagement initiatives and news items for donors, and assist marketing/revenue with their copy needs.
- Web produce stories and collaborate with reporters and editors to achieve results that maximize reader experience and engagement.
- Working with the AEE, help with design and development decisions related to the layout, user interface, and user experience of *inewssource's* audience-facing digital platforms and products in response to audience and business needs.
- Partner with third party digital services, partners and contractors on the development and implementation of new and improved features and functionality.
- Manage the newsroom's digital content production and distribution based on editorial calendars and working in concert with marketing/development.
- Collaborate with business and editorial on the development of effective and efficient workflows. Train additional staffers on web and newsletter production to serve as back-up producers.
- Track audience analytics and engagement for *inewssource's* digital and social media platforms.
- Help implement SEO strategies and A/B testing of headlines.

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, 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.

Posting Date: 06/25/2021

Deadline to apply: 07/23/2021

Location: San Diego, CA (You will be working remotely initially.)

Start Date: Flexible, but August preferred.

Starting Salary: The salary range for this position is \$50,000 to \$60,000+, depending on experience. If you have a few years of relevant experience, we definitely want to hear from you.

TO APPLY: Please submit an application through [this link](#). If you have any questions, please contact jobs@inewssource.org.

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