



*inewssource.org*

## DIGITAL ENGAGEMENT PRODUCER

[inewssource](http://inewssource.org) 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.

We are looking for someone who believes whole-heartedly that fact-based, civic journalism can change communities, institutions and people for the better and who would help produce compelling story rollouts and engaging social media. 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, 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.

### **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 web-based tools such as Adobe Creative Suite, Airtable and Google Workspace (we will provide training if needed). You are well-versed in a variety of social media platforms and know what's innovative when you see it.

**Love writing.** You will write engaging, conversational copy for social media and newsletters, helping to ensure our work resonates with readers. You're a stickler for the facts and grammar and know how to produce clear, accurate copy.

**Solve problems creatively.** You will embrace taking ownership of promoting *inewssource's* work and helping 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.

**Are relentlessly curious and enjoy talking to people.** You will welcome the challenge of helping us grow and diversify our audience. And you'll play a key role in developing techniques to reach and engage readers, listeners and viewers before, during and after publication.

**Thrive in collaboration.** You will help the audience engagement editor craft and execute *inewssource's* broader audience strategies. You also will help collect and analyze data about our audiences and our impact in the community and communicate that impact across the organization.

Ideally you...

- Have experience designing or executing social media campaigns and other outreach strategies with an understanding of what target audiences you are trying to reach and why.
- Have experience using audience data to analyze the effectiveness of content strategies.
- Have experience working on web-based publishing platforms and may have some knowledge of HTML.

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.**

### **More about *inewssource***

*inewssource* has spent the last 12 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 CBS 8, among other outlets, and we've partnered with NPR, PBS NewsHour, Investigative Reporting Workshop, The Hechinger Report and most recently the Center for Public Integrity.

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 DEI employee working groups.

Right now, we are a team of 18 people, including full-time reporters, editors, interns, and a handful of people on the business side. We intend to add about 10 additional staffers in the next few years.

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*.

**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.

**Posting Date:** 10/11/2021

**Deadline to apply:** 11/08/2021

**Location:** San Diego, CA (You will be working remotely initially but will be expected to be based in San Diego.)

**Start Date:** Flexible, but November preferred.

**Starting Salary:** The salary range for this position is \$50,000 to \$60,000+, depending on experience.

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

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