TITLE: Social Media Producer
EXEMPT: No
REPORTS TO: Nate John, Digital Manager

SUMMARY: Our Social Media Producer has strong social media and technological skills and a proven track record expanding readership and audience engagement in a media organization. This role is responsible for producing and overseeing the production of content that extends the reach of Voice and its stories through social media, podcasts, and other engagement technologies.

The Social Media Producer creates multimedia content for social media platforms, which can include written copy, video, audio, visual graphics, illustrations and data visualizations. This role will work with the Audience Growth and Brand Manager to implement a strategic approach to social content. The Social Media Producer works to ensure Voice has a consistent flow of unique, compelling content to relevant social platforms with an authoritative tone that represents all organization efforts, including news products, operations, branding and fundraising. The Social Media Producer works closely with the news staff, Managing Editor and Audience Growth and Brand Manager.

Voice of San Diego has been a pioneering investigative, nonprofit news organization for 18 years. Our writers have the freedom and responsibility to tackle the biggest issues we encounter. We believe San Diego is strong enough to face its most uncomfortable and intractable problems. But we also seek to educate, enlighten and entertain readers who care about San Diego’s future and seek an excellent and just government.

See our Guidelines for New Reporters for more about our unique approach.

Compensation is commensurate with experience. Minimum salary is $60,000. Compensation includes health, life, and disability insurance plus a 401k savings plan and company match.

To apply, submit your resume, cover letter and work samples (portfolio of photos, videos and other related materials) to VOSD_HR@voiceofsandiego.org. Thank you.

KEY RESPONSIBILITIES:
• Create and publish multimedia representations of news stories — making concepts and narratives easily digestible for the average audience.
• Manage all Voice’s social media accounts.
• Collaborate with Audience Growth and Brand Manager to ensure produced content aligns with brand voice and promotional objectives.
• Shoot and edit video.
• Record and edit audio.
• Maintain media archive; provide photo, video, audio, illustration products for news and operations projects, ensuring high quality and standards for all of Voice’s social media platforms.
• Publish high-quality, unique content on social media and voiceofsandiego.org that meets Voice’s journalistic standards.
• Creative consulting on development of new products and projects, such as reporting projects, magazines, fundraising campaigns, and branded visual media.
• Other duties as assigned.

SUPERVISORY RESPONSIBILITIES: None.

COMPETENCIES:
• Strong storytelling skills – To take investigations, narratives, complex topics in stories and translate them to social platforms for public consumption.
• Critical Thinking – Ability to execute multi-faceted projects.
• Judgment – Displays willingness to make decisions; exhibits sound and accurate judgment; able to explain reasoning for judgment.
• Professionalism – Approaches others in a tactful manner; reacts well under pressure; follows through on commitments; flexible and able to multi-task.
• Attendance/Punctuality – Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
• Dependability – Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; and is an independent self-starter.
• Organizational support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization’s goals and values.
• Strong Media Judgment – Provides critical review of their own work to ensure everything Voice publishes is to the highest possible standard.

EDUCATION and/or EXPERIENCE:
• A minimum of two years working in a news organization.
• Bachelor’s degree in journalism, English, communications or a related/equivalent degree; or experience reporting, writing and creating content for a news organization.
• Experience writing and publishing for digital platforms in a fast paced, daily newsroom.
• Must have a strong command of spelling, grammar and punctuation.
• Must have advanced writing, editing and communication skills; write clearly and concisely; be accurate and unbiased; be curious and creative.
• Demonstrable understanding of libel law.
• Must be able to schedule effectively to meet deadlines.
• Must possess extreme attention to detail and accuracy, organizational skills, and an understanding of how to write and publish for the Web.
SOCIAL MEDIA SKILLS
• Visual storytelling
• Motion graphics/animation a plus, but not required
• Strong command of current social media technologies and trends
• Proficiency in Adobe products for creating and manipulating media, such as, but not limited to:
  - Photoshop
  - Premiere Pro
  - After Effects
  - Illustrator
  - Audition
• Knowledge of current multimedia journalism standards and practices
• Ability to manage, distribute and upload media to media management systems and content management systems
• Strong knowledge of website management practices and content management systems
• Digital media management skills are a must
• Knowledge of HTML, CSS is preferred

LANGUAGE SKILLS: Ability to read and interpret all forms of general business periodicals, professional journals, technical procedures, or governmental regulations. Advanced writing, editing and communication skills; must write clearly and concisely, with accuracy and creativity. Ability to effectively present information and respond to questions from groups or individuals. Must be able to communicate to individuals and groups with differing educational backgrounds and cultural norms. Proficiency in Spanish or another second language is desirable.

COMPUTER SKILLS: Advanced computer skills are essential. Command of Microsoft and Google suites plus keyboarding, email applications, contact management and other computer skills.

MATHEMATICAL SKILLS: Basic mathematical skills such as the ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY: Ability to apply common sense understanding to carry out detailed instructions furnished in written, oral or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

CERTIFICATES, LICENSES, REGISTRATIONS: Current driver’s license and automobile insurance in order to drive to meetings and speaking engagements.

PHYSICAL DEMANDS: The physical demands described herein 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.
While performing the duties of this job, the employee is regularly required to sit, stand, walk, talk or hear. The employee is frequently required to use hands to type on a computer keyboard as well as finger, handle, or feel objects, tools, or controls; reach with hands and arms; sit; climb or balance; stoop, kneel, crouch, or crawl; bend, lift and climb stairs while carrying supplies or equipment. The employee is occasionally required to taste and/or smell. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

The employee frequently sits for long periods of time at a desk in an office. The employee may be required to stand for over an hour and observe meetings, people and events. The employee must frequently lift and/or move up to 10 pounds.

**WORK ENVIRONMENT:** The work environment characteristics described herein are representative of those the employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee may occasionally work in outside weather conditions and be exposed to wet and/or humid conditions. The employee may occasionally be exposed to fumes or airborne particles. The noise level in the work environment is usually moderate.

**AT-WILL:** The individual hired in this role is at-will and will be subject to termination by the employee or the Company, with or without cause, with or without notice, and at any time.

**AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT**
The Company will provide reasonable accommodations (such as a qualified sign language interpreter or other personal assistance) with the application process upon your request as required to comply with applicable laws. If you have a disability and require assistance in this application process, please contact Julianne Markow at 619-550-5673 or julianne@vosd.org.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

**EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT**
The Company is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender or gender identity, national origin, disability status, protected veteran status or any other characteristic protected by state or federal law.