Job Description & Specifications

JOB TITLE: Digital Product Manager
EXEMPT: No
REPORTS TO: CEO

SUMMARY:
Join the driven and dynamic Voice of San Diego team as our resident digital and technology expert. As Digital Product Manager, you’ll be responsible for managing and developing products that deliver important and groundbreaking Voice of San Diego content to the San Diego community. You’ll help us reach a larger audience by powering our website and digital newsletters and producing our highly acclaimed weekly news and politics podcast.

Voice of San Diego has been a pioneering investigative, nonprofit news organization for 19 years. Our writers have the freedom and responsibility to tackle the biggest issues in the region. 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 want 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 $80,000. 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 to VOSD_HR@voiceofsandiego.org.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The objective of this role is to manage and develop products that deliver Voice San Diego content to the San Diego community.

Website Management:
• Web design and usability: Manage and optimize our website to provide a positive user experience and increase reader engagement. Collaborate with editorial team and external partners to launch website features and solutions that boost Voice of San Diego products. Stay up to date on industry developments and ensure best practices are followed.
• **Optimization:** Monitor site performance and implement improvements to increase site speed and search engine rankings.
• **Plugin Integration:** Integrate and configure WordPress plugins to enhance website functionality, performance, and security. Manage integrations with third party tools, such as Google Analytics and Mailchimp.
• **Content Management:** Work with editorial and operations team to update website content to support company initiatives.
• **Quality Assurance:** Ensure the site’s overall effectiveness and functionality. Conduct thorough testing to identify and resolve any issues or bugs in the website’s functionality and design.
• Manage connections with external sites and referral sources (Google News, Apple News, Facebook, Flipboard, SmartNews, etc.) to maximize content distribution. Set up new connections and troubleshoot existing ones as needed.
• Report on site speed, traffic, engagement rates and other measures and work to improve site performance across the board. Provide recommendations to editorial, engagement, and operations teams to enhance performance and ensure best web practices are used.

**Podcast Production**
- Oversee the production of our weekly news podcast.
- Work with partners at NBC7 to produce a new video version of podcast for broadcasting on NBC cable channel.
- Identify potential podcast partners and manage any partnerships.
- Collaborate with Voice team to conceive and develop additional podcasts.

**Digital Newsletter Management:**
- **Distribution:** Act as in-house MailChimp expert. Create RSS campaigns for new email products under direction from editorial team; ensure proper integration with website.
- Design and maintain templates for all VOSD email products.
- Provide MailChimp support to the operations team with email campaigns and member issues, as needed.
- Monitor and maintain mailing list; analyze trends in subscriber rate, open rate, and email product performance; ensure list remains clean.

**Other**
- Identify new products and capabilities to build audience, revenue and engagement.
- Follow and engage industry thought leaders, media and member clients on relevant channels.
- Develop and maintain productive, informative and respectful relationships that support the achievement of Voice of San Diego’s mission statement.
- Provide documentation and team training on digital processes and procedures; perform other duties as assigned.
SUPERVISORY RESPONSIBILITIES: None.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements following this paragraph are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE:
• 3+ years of experience in similar position (web administrator, digital media producer, web editor)
• Proficiency with WordPress or Newspack preferred
• Solid understanding of site usability best practices and SEO principles
• Extensive knowledge of social media platforms (LinkedIn, Twitter, YouTube, Facebook, Instagram)
• Working knowledge of digital tools and media formats
• Familiarity with best practices for site usability
• Creativity and willingness to learn new skills and technologies.
• Graphic design experience is a plus.
• Self-starter with strong project management skills.
• Energy, enthusiasm and the ability to work under pressure to meet deadlines with minimal supervision
• Strong communication skills
• A Bachelor’s degree in a relevant field, or equivalent experience

COMPETENCIES:
• Judgment – Displays willingness to make decisions; exhibits sound and accurate judgment. Supports and explains reasoning for judgment;
• Professionalism – Approaches others in a tactful manner; reacts well under pressure; follows through on commitments.
• 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.
• Initiative – Looks for and takes advantage of opportunities.
• Organizational support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization’s goals and values.
**LANGUAGE SKILLS:** Ability to read and interpret all forms of news (print newspapers, online publications, magazines, etc.), general business periodicals, professional journals, technical procedures, or governmental regulations. Advanced writing, editing and communication skills; must write clearly and concisely; be accurate and unbiased. Ability to effectively present information and respond to questions from groups or individuals required. Must be able to communicate with individuals who have differing educational backgrounds and cultural norms.

**COMPUTER SKILLS:** WordPress, Google Analytics, web usability, SEO, Adobe Creative Cloud, and others. Typing ability on a computer is essential. A good command of MS Office applications, keyboarding, email applications and other computer skills required.

**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.

**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 and occasionally lift and/or move up to 20 pounds.

**AT-WILL:** The individual hired in this role will be 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.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation 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.

TO APPLY:
Submit a resume, cover letter and work samples to VOSD.HR@voiceofsandiego.org.