

Collegian Digital Production Manager

Description: The Digital Production Manager is a leader and student manager responsible for overseeing and directing various operations of the *Collegian's* digital presence. This person is enthusiastic about building a cohesive brand and dedicated online audience, and is able to direct others to accomplish online engagement goals. The position requires a commitment of around 10-15 hours per week of work-related duties.

An ideal candidate has the following qualities:

- Critically thinks about digital presence and increasing readership.
- Strong understanding of web optimization tactics.
- Strong understanding of best social media practices.
- An ability to analyze and interpret data drawn from Google Analytics and social media platforms.
- Thinks ahead and sets up web and digital experts for success.
- Understands the importance of working outside of business hours to respond to the team's concerns.
- Strong communication and management skills.
- Prioritizes teamwork to maintain an inclusive and professional culture.
- Responds quickly to feedback and criticism, and adjusts for the success of the team.
- Has a strong understanding of journalist ethics and its application to crafting social media messages and placing website content.
- Effectively balances time commitments outside of work.
- Understands the need for unique digital content to build greater engagement with audiences.
- Excellent understanding of WordPress frontend functionality.
- Excellent skills in frontend web development.
- Proficient skills in HTML5, CSS, JavaScript, and Code Libraries.

Main Responsibilities:

- Directs the digital team on new strategies to increase engagement.
- Critically interprets daily analytics for the website and social media platforms.
- Attends daily digital budget meetings in order to communicate effectively with the Editorial staff.
- Informs the Editorial staff on new content strategies to increase readership based on analytics.
- Keeps the digital team accountable for job related duties through the implemented feedback system as well as through direct communication.
- Provides feedback to the digital team on a weekly basis in order to grow audience and consider new forms of engagement.
- Helps to direct digital work flow in an effective and respectful manner.
- Communicates across departments to ensure a cohesive digital brand.
- Works with the *Collegian's* outside web consultant to develop a new navigation method for the website that incorporates other departments in a consolidated manner.
- Actively consumes digital content and provides feedback to editorial and digital team to make changes.
- Effectively communicates with other RMSMC departments in order to establish shared digital goals.
- Creates the email newsletter each night.
- Pressures the digital team to consider new forms of engagement to build a strong and dedicated audience across all platforms.

Compensation: The Editor-in-Chief and the CEO of Rocky Mountain Student Media Corporation will negotiate compensation with the Digital Production Manager. Compensation will be hourly and paid through University merit work-study.

To apply: Submit a resume and cover letter to edouglas@collegian.com with the subject line: "*Collegian 2017-2018 Application: Digital Production Manager*" by 11:59 p.m. on Monday, April 10, 2017. Interviews will be scheduled and held by the Editor-in-Chief between April 10 and April 14. Be prepared to answer questions regarding the attributes and responsibilities listed above.