

## **The Rocky Mountain Collegian Digital Production Manager**

The Digital Production Manager is a leader who oversees and directs the various operations of the Collegian's digital presence. The Digital Production Manager 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 10-15 hours per week of work-related duties.

### **The ideal candidate possesses the following qualities:**

- Critically thinks about digital presence and increasing readership, industry trends, funding sources.
- Strong understanding of digital optimization tactics and best social media practices.
- An ability to analyze and interpret data drawn from Google Analytics and social media platforms for stakeholders inside and outside the newsroom.
- Understands the importance of working outside of business hours to respond to the team.
- Strong communication and management skills.
- Adept at communicating digital and audience engagement concepts to stakeholders inside and outside the newsroom.
- Prioritizes teamwork to maintain an inclusive and professional culture.
- Responds quickly to feedback and criticism, and adjusts for the success of the student media team.
- Has a strong understanding of journalist ethics and its application to crafting social media messages and placing website content.
- Understands the need for unique digital content to build greater engagement with audiences.
- Excellent understanding of WordPress front end functionality.
- Excellent skills in front end web development.
- Proficient skills in HTML5, CSS, JavaScript, and Code Libraries.

### **Main Responsibilities**

- Critically interprets daily analytics for the website and social media platforms.
- Informs the Editorial staff on new content strategies to increase readership based on analytics.
- Provides feedback to the digital team on a weekly basis to grow audience and consider new forms of engagement.
- Helps to direct digital work flow in an effective and respectful manner.
- Actively consumes digital content at other college and professional outlets and provides feedback to editorial and digital team to make changes.
- Pressures the digital team to consider new forms of engagement to build a strong and dedicated audience across all platforms.
- Curate, design and manage the daily mailchimp newsletter "The Stump," to subscribers.

### **Managerial Responsibilities**

- Directs the digital team on new strategies to increase engagement.
- Attends daily digital budget meetings in order to communicate effectively with the Editorial staff.
- Keeps the digital team accountable for job-related duties through the implemented feedback system as well as through direct communication.
- Creates the email newsletter each night.
- Helping to manage partnerships with audience engagement students from JTC 490- Google Analytics class
- Thinks ahead and sets up digital team (webmaster, videography director, social media director, photography director) for success.
- Effectively communicates with other RMSMC departments to establish shared digital goals and a cohesive digital brand.

**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 [fczarnecki@collegian.com](mailto:fczarnecki@collegian.com) and [afleskes@collegian.com](mailto:afleskes@collegian.com) with the subject line: "Collegian 2019-2020 Application: DPM" by 5:00 p.m. on Thursday, March 28, 2019. Interviews will be scheduled and held by the 2019-2020 Editor-in-Chief and Managing Editor and the 2018-2019 DPM between March 29 and April 3. Be prepared to answer questions regarding the attributes and responsibilities listed above.