



Job Description

Job Title: **Digital Services Specialist**
Department: Digital Strategy
Reports To: Director, Digital Strategy
FLSA Status: Exempt
Date: September 2017

SUMMARY

The Digital Services Specialist is part of the Digital Strategies team, responsible for maintaining digital services and supporting digital media across platforms.

The Specialist will become a sophisticated user of all of VPR's user-facing digital products and services to monitor, support, sustain and improve them. This includes VPR.net, the mobile apps, the live streams, podcasts, social media, notifications and emails, as well as the back-end systems and tools for creating, publishing and distributing that content.

The DS Specialist must have a proven aptitude for learning and using digital systems, platforms and communities. Some of the systems you'll have to learn and support include content management systems (e.g. WordPress), stream and podcasts players (e.g. iTunes), social media (Facebook, Twitter, Instagram), email marketing (MailChimp), RSS Feeds, mobile apps and web analytics. You don't need to be an expert in all of these areas/tools, but over time you'll have to become a "power user" who can support staff, troubleshoot issues, monitor services and communicate status.

As an expert in our digital content, services and platforms, the DS Specialist will be called upon to train staff, support Audience Services and provide production support for projects and special coverage. Like other positions, there may be "other duties as assigned": that's part of the culture and a lot of the fun.

ESSENTIAL ROLES

- Serving as a go-to resource for all digital services & platforms
- Monitoring and troubleshooting issues via our support ticket system
- Providing training and support to users and staff
- Managing the setup and administration of key services, feeds, products, etc.
- Providing content support for projects and news/programming events

KEY OUTCOMES

- VPR's digital services are closely monitored and supported
- Staff and users receive the training and support needed
- Audience Services has the information and service it needs to communicate to users
- Digital Strategies team has depth of support at key services

ESSENTIAL RESPONSIBILITIES

Essential Responsibilities	Outcomes
Administrator of content publishing, messaging and distribution platforms, supporting and training staff and users.	Staff members have the support and training needed in all digital publishing tools.
Monitors core digital services to be able to respond to and resolve immediate issues while eyeing long-term improvement.	Digital services maintain a high level of quality and “up time” and issues are quickly resolved and prevented.
Manages the feeds that distribute content to podcasts, apps, social media.	Content that is distributed by feed/API – e.g. podcasts, social media, news stories – is syndicated and monitored to serve those ends users.
Responds to digital support tickets from staff to resolve issues.	Issues are known, resolved and escalated in a timely, professional fashion.
Understands digital audience metrics to educate others and spot issues/trends	Is able to explain topline digital audience metrics to staff and to identify possible issues and changes
Provides depth and back-up across digital services as needed	While not part of the daily production, the specialist can provide support to front line producers and editors when needed
Ensures that journalistic standards and ethics are upheld.	Listeners and users perceive VPR as a model of journalistic integrity.
Embraces VPR culture and processes, understands and values the work of other departments.	VPR is an example of non-profit organization collaboration.
Participates in station fund-raising activities as needed.	Regularly contributes to successful fund raising efforts. Understands and effectively plays appropriate roles.
Consistently acts with the highest standards of journalism, business ethics, and personal integrity.	Adheres to appropriate codes of integrity and station policies.
Involved in ongoing professional development for the benefit of VPR.	Attends conferences and seminars when appropriate and feasible.

EXCELLENCE IN THIS POSITION

In addition to the above outcomes, excellence also includes the following:

1. A high level of commitment and dedication to the mission vision of VPR and public radio. Involved in ongoing professional development for the benefit of VPR
2. Acting consistently with the highest standards of journalism, business ethics and personal integrity. Preserving confidentiality appropriately. Stewarding resources with prudence and accountability.
3. Serving as an excellent ambassador for VPR, both formally and informally. Helping listeners, potential listeners, and donors connect with VPR.
4. Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR listeners and contributors. Managing conflict constructively.
5. Demonstrating a commitment to the continuous improvement of VPR's ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
6. Expressing consistent, high performance expectations for themselves, the program, their department, VPR's leadership, and VPR.
7. Developing a broad understanding of all of VPR's departments sufficient to collaborate effectively with peers, ensure excellent communication and teamwork among departments, contribute significantly to VPR's general management, and help other managers do their jobs more effectively.

SUPERVISORY RESPONSIBILITIES

None.

POSITION REQUIREMENTS

Education and Experience: Proven aptitude with digital tools. Bachelor's degree preferred but not required.

Essential Skills: Fluency with digital tools, platforms, communities. Excellent organizational skills and attention to detail are paramount. Strong communication (written and verbal) and interpersonal skills required. Demonstrated ability to work collaboratively. Ability to work under strict deadline conditions.

Physical Demands: While performing the duties of this job, the employee is regularly to talk, hear, walk, sit for extended periods, travel, occasionally stand, use hands to feel and hold, and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus. Hearing is required. The ability to travel, both by driving and flying, is necessary. The work environment is usually an office and is usually quiet, but may vary substantially if individual is covering news events. (The physical demands described here 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.)

Please note: This is not an all-encompassing statement of this position's responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.