

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
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Title: Online Producer/ General Assignment Reporter
Reports to: Senior Editor
FSLA Status: Exempt
Version: 1.3

The Online Producer/General Assignment Reporter is responsible for implementing the online and social media strategy for the Alaska Public Media newsroom and for producing quick turn and breaking news stories for all platforms on a regular basis. This is an exciting, fast-paced position for someone who lives for great Alaska stories and wants to see those stories reach the widest audience possible.

Alaska Public Media is the source of NPR radio, PBS television for Southcentral Alaska and is the steward of the statewide news service. The Online Producer/General Assignment Reporter will uphold the highest journalistic standards and ethics and work professionally with Alaska Public Media colleagues and the public.

Essential Functions:

The Online Producer/General Assignment Reporter will:

- Read and publish stories generated at Alaska Public Media, paying close attention to copy editing, sharp headlines, good images and social media share lines.
- Monitor stories coming in from member stations throughout the day, post stories that likely have a particular interest to a statewide audience.
- Respond quickly to breaking news both online and for radio, by either writing a story/reader or reading, posting, and socializing the work of a reporter.
- Alaska Morning News backup for vacation relief for the statewide morning news reporter/producer.
- Schedule story and program posts for Facebook and Twitter, write engaging sharelines and make the content likely to interest the widest audience available at a time when analytics show the audience is largest.
- Monitor Chartbeat and Google Analytics constantly to develop a sense of our audience, its interests and habits. Use the tools to grow audience on a daily basis.
- Participate in special coverage for things like elections and Iditarod

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Duties and Responsibilities:

In addition to the above functions, the Online Producer/General Assignment Reporter will:

- Keep current with Alaska news and current events.
- Collaborate with other AKPM staff on various news and public affairs projects.
- Work comfortably in a team-based environment.
- Meet deadlines, abide by AP style, and uphold professional journalistic standards.
- Perform in a deadline-driven news environment.
- Ability to multitask and work across multiple media platforms.
- Adhere to professional journalistic styles and practices, including, but not limited to Alaska Public Media styles and rules.
- Other duties as assigned.

Required Qualifications:

- 3 to 5 years of experience working in a newsroom or reporting/web posting experience for a media company.
- Demonstrated ability to work collegially with multiple stakeholders and audiences.

Desired Qualifications:

- Bachelor's degree or commensurate experience.
- Familiarity with Wordpress
- Training in AP Style
- Experience with Chartbeat and/or Google Analytics
- Skill in on-air performance and audio production.
- Understanding reporting (writing, photography, video) for Web.
- Competency in broadcasting operations and editing (audio, video, photo) software.
- Familiarity with public radio news programming.

Allowable Substitution

If necessary, alternative combinations of education and experience will be evaluated by the Human Resources Office for comparability.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively.
- Apply critical thinking and problem solving skills.

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- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

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.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

Employee's signature _____

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