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Director of Digital Strategy and Community Engagement

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Summary

OPB is looking for a **Director of Digital Strategy and Community Engagement** to provide leadership on strategy and tactics for engaging with and growing audience and membership. This salaried, exempt position is a full time, regular status position with benefits.

Position Details

Primary Duties/Responsibilities:

Open Positions:

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2017-03-20 09:06:16 The OPB CMS creates digital strategy across OPB. The primary objective of

this position is to create and implement a "push" orientation in OPB's relationship with audience and members. The Director manages digital content producers, a copy editor and OPB's social media lead. They will also set and promote editorial standards for OPB content on digital platforms, ensuring that content is updated in a timely manner.

Working Conditions:

Most work is done in an office. Work schedule may include early mornings, evenings and weekends and involve travel in inclement weather. Extended periods of using a computer.

Required Qualifications:

- Bachelor's degree or equivalent.
- Five years experience in a digital environment, including at least two years with editorial and supervisory responsibilities for content and/or marketing.
- Demonstrated experience making editorial decisions for an online content platform.
- Supervisory experience.
- Strong organizational and time management skills.
- Ability to handle multiple and complex projects simultaneously with rigorous timeframes and changing priorities and conditions.
- Strong writing skills.
- Demonstrated understanding of social media concepts.

control-operator/)

Master Control Operator (/about/jobs/master-control-operator3/)

Content (/admin/)

Member Drive Coordinator (/about/jobs/member-drive-coordinator/)

Network Center Support Technicians (/about/jobs/network-center-support-technicians/)

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Producer/Reporter (/about/jobs/producerreporter/)

Open Fill-In Positions:

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OPB values our listeners, viewers and readers and the unique blend of ideas and attitudes that they bring to Oregon and the Northwest. We know it is our

2017-03-20 • OPB CMS with business models for multiplatform content organizations.

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[responsibility to find those who will further](/admin)
[our mission by giving voice to our community](/admin)
[in all its diversity, and we are wholly](/admin)
[committed to doing so.](/admin)
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- Understanding of search engine optimization (SEO) techniques.
- Ability to acquire and use data to track success and identify opportunities for audience and membership growth.
- Ability to provide direction and feedback to staff responsible for audience and member engagement.
- Proven ability to consistently work well with others, demonstrating at all times respect for the diverse constituencies at OPB, within the community, and within the public broadcasting system.
- Enthusiasm for the mission of OPB.

Preferred Qualifications:

- Experience in a journalism environment.
- MBA or equivalent experience in a business development role.
- Familiarity with local and regional online news environment, including OPB's role in the current environment.
- Experience developing and implementing content and marketing strategies for audiences using mobile devices (smartphones, tablets, etc.).
- Familiarity with the Public Insight Network.
- Enthusiasm for the role of public media in a changing journalism environment.
- A voracious news consumer.

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- Please send an email or letter of interest requesting the instructions on how to apply for this position (Director Digital Strategy) and where you first learned of this job opening to hr@opb.org or OPB Human Resources, 7140 SW Macadam Ave., Portland, OR 97219.
- Instructions on how to apply will be sent within 24 hours of receiving the letter of interest Monday through Friday. If a letter of interest is sent over the weekend or a holiday, application instructions will be sent by the end of the next business day.

Application Deadline

All application materials are due by:
Feb. 10, 2015, 5 p.m. (Pacific Time).

If your organization would like to be added to our contact list for future job openings so you can refer qualified applicants, please email us with your contact information at hr@opb.org (<mailto:hr@opb.org>).

OPB is an Equal Opportunity Employer.

Certain federal and state laws require that job applicants be able to view posters or notices describing specific laws that affect employers. These include the Oregon OSHA Job Safety and Health poster (http://www.opb.org/s/docs/about/Oregon_OSHA.pdf), the federal Equal Employment Opportunity poster (http://www.opb.org/s/docs/about/Equal_Employment_Opportunity.pdf), the federal Family and Medical Leave Act (http://www.opb.org/s/docs/about/Family_and_Medical_Leave_Act.pdf) poster and the federal Polygraph Protection Act Notice (http://www.opb.org/s/docs/about/Polygraph_Protection_Act.pdf). Although people viewing this section of www.opb.org may not be job applicants, this is the most readily available location to ensure this information is available to potential job applicants.

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