



# Web Staff Job Descriptions

This section of the toolkit is provided to assist you in writing and researching job descriptions for a Senior Web Director, Webmaster, Web Editor, Developer and other related positions.

It was created by compiled from actual job descriptions contributed by thirteen IMA members.



Helping leaders make better decisions



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# Thank You

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## Director of New Media

REPORTS TO: Associate General Manager, Marketing, Education, New Media.

### A. FUNCTION OF UNIT:

The OURSTATION New Media Department includes management of OurStation.org, any OURSTATION-created micro sites and OURSTATION' efforts to provide its core and new media on alternate platforms such as PDAs, cell phones and through future technologies. The OurStation.org Web site is a content center for the stations' that provides the following services: developing original content and repurposing content to provide information to our viewers/listeners and members, including radio and TV program listings, archives of radio news stories and On Air magazine articles; original content including local news, local and national arts/culture information and reviews, Web sites with enhanced content to accompany local TV and radio productions; e-commerce opportunities and membership activities including online pledging, e-membership, the OURSTATION Member Center (a password protected micro-site with content and benefits for members); information and background on all OURSTATION activities from programming to community outreach to revenue generation; community building activities such as user-generated content, billboards, blogs and other opportunities for our visitors to share their views about the topics OURSTATION covers.

### GOALS OF THE POSITION:

With the Associate General Manger for Marketing, Education & New Media (AGM), the individual in this position leads efforts to establish OurStation.org as a distinct media platform, including the creation of original content, programming, technical innovation and implementation. The Director of New Media supervises OURSTATION' Web team and is responsible for overseeing the quality, accuracy, consistency and style of OURSTATION' Website and works with the AGM to establish strategy, content & marketing priorities for OurStation.org. The Director sets and approves the editorial policy for all New Media content and supervises the quality of work of the staff who coordinate and edit that content. The Director is responsible for overseeing the content in all areas of the Web site is appropriate and professional and that such content is updated on a daily basis. The Director consults with the division manager, Programming and News Departments, Director of Marketing , corporate development department and other department heads to establish goals and objectives for the coming year that lead the site to meet its strategic, metric and revenue goals..

### C. DUTIES:

Create a written document that establishes editorial policy and editorial direction for OURSTATION' Web sites. Oversee the work of the Online Managing Editor and the Online Senior Editor in conceiving of and creating Internet content for OURSTATION based on the stations' primary services. Oversee the creation of original Internet-only programming for OURSTATION' Internet service that reinforces OURSTATION' position as the leading county-wide media resource for news, arts and culture and life-long learning and community building. Work closely with the content creators in other areas of OURSTATION to ensure the online editorial plan is cohesive with other areas and respectful of their newsgathering processes.

Working with the AGM, establish the department's goal to be reflected in the stations' strategic plan. Create a work plan for the day-to-day activities of the content and operations staff that is representative of the priorities for OurStation.org.

Supervise and manage the work of the Web team. Establish team member's daily and project-based duties and oversee the department's daily planning meetings. Represent the Web team in regular meetings (News meeting, etc.) with other members of OURSTATION' senior programming staff including the program directors for TV and Radio and the News Director.

Work closely with the Online Managing Editor to establish metric goals for tracking site usage of all pages within OurStation.org and for visitor interaction with online content, promotions and revenue generating activities. Assist in choosing outside content and technology providers including Digitaria, Public Interactive, PBS.org, NPR.org, Convio, AP and others to select, adapt, and integrate appropriate outside content/tools into the OURSTATION site. The Director is responsible for overseeing that content in all areas of the site is appropriate and professional and that such content is updated on a daily basis.

Oversee design activities and technical operations for OURSTATION' Web site. Work with OURSTATION' Web team and design consultants to establish a look and feel for the Web site that is consistent with the station's image and that presents a logical, user-friendly interface.

In conjunction with the division manager and Online Managing Editor the director will explore content and revenue-generating partnerships to expand the service the Web site provides to visitors. The director will ensure ample communication occurs between the Web team, membership and corporate development departments to affirm those departments have adequate online support to reach their revenue and relationship-building goals.

The director is responsible for keeping up-to-date on trends in Web content, design and management. In this regard the director should regularly take courses on these topics and attend seminars or meetings on like subjects.

### C. QUALIFICATIONS:

- Bachelor's degree in journalism, public relations, New Media equivalent required.
- Proven experience creating, editing and managing content in a print, broadcast and online setting.
- Minimum of four years experience working with large scale website management and administration and experience leading a Web team and working with numerous outside vendors/partners to reach strategic goals.
- Demonstrated success as a creative, effective and forward-thinking manager/ team leader is required.
- Experience managing large complex budgets is essential. Ability to work well with revenue-generating staff in other areas of the station who are relying on the established presence and success of OurStation.org to raise money for the stations.
- Excellent communication, organizational and interpersonal skills required. Excellent command of English language, grammar and style. Ability to generate creative article ideas and fresh approaches to familiar subjects. Excellent editorial skills required.
- Experience managing editorial and creative staff and leading them to create content that meets the expectations of internal and external audiences, meets the stations' editorial and image standards and is original, thoughtful and in-depth.
- Adept at supervising and coordinating several projects at in an often stressful environment and under the constraints of a tight budget and absolute deadlines.
- Knowledge of Microsoft Word, Excel, Netscape, Internet Explorer, Eudora and ability to learn web development software.
- Experience in a public broadcasting setting, preferably in a marketing or New Media department.

## Director of Non-Broadcast Distribution

Reports to: GM

### POSITION SUMMARY:

Identify and develop non-broadcast opportunities and distribution strategies to maintain and increase OURSTATION's relevance and importance in a rapidly changing technological environment. Provide thought and experience-based leadership to management team in evaluation of new technologies and non-broadcast opportunities. Supervise online department. Manage the distribution of all non-broadcast content offerings. Oversee all information technology activities related to administrative systems. Manage IT staff in providing key coordination and integration of customized applications developed by outside vendors and internal development of new applications and enhancements to supported products. Participate in organizational IT planning efforts. Provide tech support for 50+ workstations and multiple servers.

### RESPONSIBILITIES/DUTIES

20% - Identify, develop and implement strategies to extend OURSTATION content offerings to local and global audiences across new (or non-traditional) media platforms. Lead exploration of new business opportunities, development of new platform technologies and management of partners

15% - Manage all non-broadcast distributions including downloads, satellite radio, and secondary audio channels

20% - Manage Online department. Develop and implement online strategies to accelerate growth, service and revenue potential

5% - Stay informed of rights issues related to new platforms and distributions. Ensure station's compliance with appropriate licenses, rights and agreements.

10% - Collaborate with marketing and development team in creation of strategies for non-traditional revenue generation, including web sponsorship and e-commerce

25% - Manage staff in providing day-to-day computer support. Troubleshoot and resolve hardware and application issues, networks, remote access, email, etc. Working with Technical director, ensure continuous proactive monitoring of critical IT systems

5% - Perform additional duties as assigned

### Qualifications

- BA/BS w/ at least 5 years experience within large scale administrative computing environment including excellent analytical skills and detailed knowledge of database design with relational technology required.
- Must have strong technology skills and be creative and innovative in the use of technology.
- Experience in web-based technology, web system development and e-business applications required. Experience in Research/Regulatory applications a plus.
- Demonstrated ability to multi-task and work within tight turnaround schedules required.
- Excellent communication skills required.
- Demonstrated planning and organizational skills, working knowledge of project management software and desktop tools desired.

## Director of Interactive Strategy

In partnership with the Station Manager and Director of News & Editorial Strategy (DNES), the Director of Interactive Strategy oversees the day-to-day operations and planning for all content distribution on OurStation.org.

### Responsibilities:

- Work closely with the DNES to ensure resources and personnel are in place to implement multimedia presentations of news and information on OurStation.org.
- Responsible for the day-to-day management of OurStation.org, technological upgrades/additions and the general strategy for increasing traffic to the site by optimizing visitors via content/promotion and search.
- Liaison to the director of marketing and that department's staff to create and implement strategies for creative, interactive online fundraising campaigns, projects and sponsorship opportunities.
- Track metrics for online content and provide regular reports to senior management on results and recommendations for changes in strategy. Oversee the planning and implementation of the stations' strategies on other new media platforms and social media including mobile, Facebook, and YouTube.
- Supervise OURSTATION' online technical, operations and production staff and oversee the quality, accuracy, consistency and style of OURSTATION' Website.
- Consult with the Station Manager to establish goals and objectives for the coming year that lead the site to meet its strategic, metric and revenue goals.
- Create a work plan for the day-to-day activities of the staff that is representative of the priorities for OurStation.org.
- Supervise and manage the work of the Web team. Establish team member's daily and project-based duties and oversee the department's daily planning meetings. Represent the Web team in regular meetings (News meeting, etc.) with other members of OURSTATION' senior staff including the director of marketing, director of communications, director of TV/Radio Scheduling and Operations and Director of News & Editorial Strategy.
- Oversee design activities and technical operations for OURSTATION' Web site. Work with OURSTATION' Web team and design consultants to establish a look and feel for the Web site that is consistent with the station's image and that presents a logical, user-friendly interface.
- In conjunction with the Station Manager and Director of Marketing the director will explore content and revenue-generating partnerships to expand the service the Web site provides to visitors. The director will ensure ample communication occurs between the Web team, membership and corporate development departments to affirm those departments have adequate online support to reach their revenue and relationship-building goals.
- The director is responsible for keeping up-to-date on trends in Web content, design and management. In this regard the director should regularly take courses on these topics and attend seminars or meetings on like subjects.
- Oversee the creation of Web-only coverage on key content areas: family, books, and other "lifestyle" topics of interest to our audience. As these topics are frequently covered on These Days, coordinate with the DNES and TD Producers to ensure efficiencies in coverage and maximize audience online. Set standards and oversee production of online-only storytelling tools, such as blogs and other new and emerging formats.
- Lead the station's efforts to ensure all OURSTATION sites meet the System's ATI standards. Ensure ample communication between OURSTATION and OurUniversity related to OURSTATION' progress on ATI compliance.
- Manage the New Media budget, and ensure the appropriate use of grant funds for New Media activities. Provide feedback to senior management on station budget planning as appropriate.

Director of Interactive Strategy cont.

C. QUALIFICATIONS:

- Bachelor's degree in journalism, public relations, online equivalent required.
- Proven experience creating, editing and managing content in a print, broadcast and online setting.
- Proven experience creating and following through on a multimedia strategy plan for an editorial organization.
- Minimum of five years experience working with large scale Web site management and administration and experience leading a Web team and working with numerous outside vendors/partners to reach strategic goals.
- Demonstrated success as a creative, effective and forward-thinking manager/ team leader is required.
- Experience managing large complex budgets is essential. Ability to work well with revenue-generating staff in other areas of the station which are relying on the established presence and success of OurStation.org to raise money for the stations.
- Excellent communication, organizational and interpersonal skills required. Excellent command of English language, grammar and style.
- Adept at supervising and coordinating several projects at in an often stressful environment and under the constraints of a tight budget and absolute deadlines.
- Experience with content management systems and integrating CMS with independent software products.
- Experience with multimedia software and working with editorial staff in training and usability of such software.
- Experience implementing an ATI plan on a complex, multimedia web site.
- Experience in a public broadcasting setting, preferably in a marketing or New Media department.

## Interactive Content Manager

REPORTS TO: Programming Director

### POSITION SUMMARY:

Manages the online presence of OurStation and other related organizational websites, and implements new projects and web site initiatives.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop, design and implement online content, tools and web style standards to ensure consistency, timeliness and best user experience for the OurStation web properties.
- Evaluate, test and implement new initiatives, features and functionality to the OurStation web sites that will advance the organization's mission.
- Coordinates vendor and partner relationships related to OurStation web properties.
- Work collaboratively with the technology team to strategize and construct information architecture for OurStation web properties and guide functional internal customers to develop and maintain web workflow and processes.
- Works with the Technology Team to maintain OurStation web properties, including such things as maximizing user experience and search engine optimization.
- Maintain OurStation's brand presence online on both the organization's web sites and outside web sites.
- Manage web content management system and daily workflow.
- Coordinate promotion of OurStation's web sites.
- Manage online audio, video and other assorted content archiving for OurStation.
- Perform traditional producer duties, such as creative enterprise, writing, researching and editing.
- Maintains awareness of critical community issues, trends and leadership.
- Supervise part-time or contract web producing staff.
- Participate in on-air fundraising as needed.
- Perform other duties as assigned.

### QUALIFICATIONS

#### Knowledge/skills/aptitudes:

- Fluent knowledge of Web 2.0 design techniques; HTML, CSS, XML, PHP, streaming media and JavaScript experience a must.
- Experience with content management systems.
- Strong design and information architecture skills needed, including knowledge of web site creation, technology, software and best practices.
- Ability to multi-task and oversee diverse projects simultaneously.
- Strong oral and written communication and interpersonal skills.
- Ability to work independently, under pressure, and meet deadlines.
- Demonstrated writing skills and familiarity with journalism practices.
- Knowledge of basic web site security and web/internet legal issues and regulations preferred.

#### Experience:

- A moderate level of professional experience leading/managing and developing web-based products, content and technology.
- Familiarity with public broadcasting preferred.

#### Education:

- Bachelor's degree from an accredited college or university or equivalent experience.

#### Essential Physical Demands and Working Environment:

- Ability to see, communicate, hear and utilize electronic communication devices.

## Online Operations Manager

Reports to: Director of New Media and supports the day-to-day operations of OurStation.org.

Major responsibilities include researching and implementing special section content for OurStation.org and maintaining sections of OurStation.org. Writes and implements multimedia promotion/marketing plans to promote the content and activities on OurStation.org via OURSTATION's internal media and via external media. Under the supervision of the Online Managing Editor pursues partnerships for OurStation.org content and promotional activities and supports the online efforts of internal users such as events and membership.

Specific duties include, but are not limited to:

### Online Content:

- Maintain content in station-based sections throughout the Web site and oversee for accuracy. Maintenance might include writing, editing, layout, working with audio, video and still photographs. Special sections include, but are not limited to online listings for all OURSTATION media, including OURSTATION TV, OURSTATION HD and OURSTATION Radio; Video Production Services; TV; Radio; Arts/Events; and About OURSTATION.
- Implement Web marketing plans with other OURSTATION departments.
- Compile and analyze research for the station Web site and e-communications. Work with the Director of New Media to make recommendations for improvements based on the research.
- Serve as the editor of the OURSTATION Online Newsletter and other e-communications. This includes determining content, writing short articles and headlines, working with contributors, selecting, editing and sizing photos and graphics, ensuring all links work properly and ensuring the overall usability and accuracy of the newsletter.
- Plan Web usability seminars at least once a quarter to evaluate the user experience. Use data gathered from these seminars to make changes to the Web site.

### Department Administration

- Take notes during departmental meetings and send to Web team and other OURSTATION staff as necessary
- Assist with budgeting and expenses, including administering petty cash, filling out paperwork and tracking expenses.
- Ordering department's office supplies.
- Supervision of one student assistant, including mentoring, training and workload.

### Other:

- As New Media is a rapidly changing environment, the Content Producer is required to stay up-to-date on emerging and current technologies. This includes reading industry trade publications and taking classes and other professional development opportunities. The Producer should use these skills to develop new technology for OURSTATION.org.
- Other duties as assigned

## QUALIFICATIONS

- Minimum of two years experience working in an online environment.
- Equivalent to Bachelor's degree, with major work in English, journalism, arts, humanities, or new media desired.
- Excellent writing and proofreading skills. Knowledge of the mechanics of standard English grammar; knowledge of proofreader's marks and AP Style.
- Knowledge and understanding of public broadcasting and ability to effectively communicate industry's purpose while promoting OURSTATION's programs and activities. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.

Online Operations Manager cont.

- Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography, and audio and video production.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- Ability to ensure that Division standards are met despite the seniority and authority of the requestor/contributor.
- Good design sensibility; able to communicate design ideas to a graphic artist or Web developer (does not have to be a designer).
- Knowledge of the following software: Dreamweaver, Fireworks, Netscape Composer, Photoshop, Final Cut Pro, Protools, Helix Producer, Cool Edit 2000, Microsoft Office Programs.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Senior Editor. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Experience developing partnerships with staff and community organizations. Experience using research skills to cull information that will guide the decision-making process.

## Web Manager

REPORTS TO: Vice President, Marketing and Communications

### MISSION STATEMENT:

To develop, create and manage OurStation's corporate website, including all subsidiary and related websites and web based communications, in order to draw viewers to top priority TV programs, communicate key brand messages, support station fundraising efforts, and extend the value and reach of OurStation's televised content.

### MAJOR AREAS OF RESPONSIBILITY

#### CONTENT CREATION

- Develops, implements and manages OurStation.org and related websites - including all content, format and functionality - in a way which maximizes value to the user and supports the mission of OurStation.
- Adapts graphics, text and other content from various sources (internal and external) for use on OurStation.org and in web based communications (e.g., e-newsletters). Creates new content in concert with graphic designers, show producers and other OurStation personnel as needed.
- Ensures that all web design conforms to OurStation and/or PBS brand/graphic standards.

#### PRODUCT SERVICE

- Works to ensure that products/services are of the highest quality, delivered in a timely manner, on budget, and in a way that meets client expectations.
- Analyzes issues, develops specifications, determines feasibility, estimates cost and time required, and ensures compatibility with I.T. infrastructure (working with I.T. personnel) for new or revised web site features.
- Designs, develops, troubleshoots, debugs and implements software code using languages/tools such as HTML, XML, CSS (Cascading Style Sheets), Dreamweaver, MySQL, JavaScript, PHP, Actionscript, Flash, a CMS system, streaming video, blogs and others on a regular basis.
- Analyzes site traffic statistics, identifies issues/trends, and makes recommendations to management on site changes/improvements.

#### BRAND

- Develops web strategies that integrate with other marketing tools to maximize brand and leverage resources
- Identifies opportunities to use web based communications to communicate brand messages in new or more effective ways
- Designs and creates web based elements that reinforce key message points in ways that are creative, compelling, innovative and influential and which fully support brand and positioning strategies.

#### PRODUCTIVITY

- Contributes to corporate productivity regularly by increasing expertise and efficiency.
- Identifies and implements new processes and procedures to increase work flow and minimize required resources.
- Fully leverages new technologies in close cooperation with engineering and I.T.
- Serves as internal expert on both OurStation and PBS web-site design standards (both technical and graphic).
- Identify and raise to management any issues involving content or technical aspects of OurStation.org and related sites that pose opportunities, threats or concerns.

Webmanager cont.

#### MANAGEMENT LEADERSHIP

- Focuses performance around the strategic plan by mentoring and motivating staff to develop a corporate culture that lives the mission and drives results.
- Encourages and trains staff to increase productivity and value of service.
- Manages staff schedules and workloads effectively to meet daily production requirements, accommodate needs for special training, vacation replacements, new equipment implementation, etc.
- Take a leadership role in coordinating work of OurStation personnel, outside contractors, PBS personnel and others in development of show sites and other complex web based projects.

#### COMMUNICATION

- Present highly professional image of OurStation to all stakeholders, through verbal and written interactions.
- Works effectively with a broad range of internal clients, including programming, underwriting, philanthropic giving, membership, broadcast, engineering/operations and others in marketing and design.

#### FINANCIAL

- Works to achieve project and department cost goals.

#### VALUES

- OurStation's values are understood, communicated, and lived daily in our work.

## Online Managing Editor

REPORTS TO: Director of New Media

### FUNCTION OF THE UNIT:

It is the purpose of OURSTATION to educate, inform, entertain and empower our audience by acquiring, producing and delivering high quality programming and content which is of value and worthy of support.

OURSTATION.org is the station's main Web site, providing a unique multi-media experience for Our county. The site features in-depth resources on topics covered on OURSTATION TV and Radio, as well as Web-only content such as columns, news and feature reports, polls, and interactive news coverage, discussion forums and online communities. The site also serves as a destination for OURSTATION viewers and listeners where they can donate, learn more about OURSTATION, listen to programming and find out what's on.

### DUTIES:

The OURSTATION Online Managing Editor oversees the day-to-day operations of OURSTATION.org and other new media initiatives. The position evaluates all content for placement on the site, including new Web content, special features, TV and Radio reports, new Web content, station marketing activities, program promotion, advertising and requests from various OURSTATION departments. The Managing Editor also serves as a liaison to other OURSTATION departments to ensure the New Media Department is responsive to station initiatives while still maintaining the integrity of the user experience.

Specific Duties include:

#### Online Content:

- Following OURSTATION Online's content plan and editorial guidelines, create and manage content for OURSTATION.org and other OURSTATION Web sites as necessary.
- Working with the Online Senior Editor, oversee accuracy of all content on OURSTATION.org and other new media initiatives.
- Work in conjunction with the Senior Editor to determine placement of all original content for OURSTATION.org.
- Working in conjunction with the Director of New Media, create rules and procedures for Web content – including events/promotions, sponsorship, branding and new initiatives.
- Work with vendors who supply technology applications for many OURSTATION Online activities. This includes the content management system for OURSTATION.org, e-mail communications and other special projects.
- Oversee the design, production and distribution of a weekly e-newsletter and other e-communications as necessary. Strategize on ways to build loyalty and increase readership, traffic and click-throughs. Test new ideas and determine fresh and innovative ways to meet New Media Department goals.
- Compile and analyze OURSTATION Online research. Offer suggestions for new content and partnerships based on research data.
- Strategize, coordinate and implement Web marketing plans with other OURSTATION departments.
- Using research, constantly update the flow of content to ensure the best possible user experience. Working with the Associate Producer, plan Web usability seminars at least once a quarter to evaluate the user experience. Use data gathered from these seminars to make changes to the Web site.

## Online Managing Editor cont.

### Fundraising:

- Work with Corporate Development to implement online sponsorship program.
- Work with the Membership Department to implement all online fundraising campaigns.

### Supervising:

- Direct supervision of one full-time Associate Producer and a part-time student assistant. This includes all matters related to personnel, including but not limited to evaluations, approval of vacations and leaves and quality of work.

### Other:

- Stay abreast of news and current events, particularly in San Diego. Visit other news sites, read newspapers and watch TV news programs on a regular basis. Watch OURSTATION TV and listen to OURSTATION Radio.
- As New Media is a rapidly changing environment, the Managing Editor is required to stay up-to-date on emerging and current technologies. This includes reading industry trade publications and taking classes and other professional development opportunities. The Managing Editor should use these skills to develop new technology for OURSTATION.org.
- Other duties as assigned.

### QUALIFICATIONS:

- Minimum of two years Web experience.
- Equivalent to Bachelor's degree, with major work in English, journalism, arts, humanities, or new media desired.
- Excellent writing and proofreading skills. Knowledge of the mechanics of standard English grammar and AP Style.
- Solid news judgment and understanding of news reporting and coverage. Possess broad knowledge of regional issues relating to politics, arts and culture, business, the environment and other current events.
- Knowledge and understanding of public broadcasting and ability to effectively communicate industry's purpose while promoting OURSTATION' programs and activities. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Ability to direct the work of vendors, employees and station partners or independent contractors that aren't under the Managing Editor's direct supervision. This could include OURSTATION staff at all levels, outside vendors (such as graphic artists and Web developers) or volunteers.
- Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography, and audio and video production.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- Ability to ensure that Division standards are met despite the seniority and authority of the requestor/contributor.
- Good design sensibility; able to communicate design ideas to a graphic artist or Web developer.
- Knowledge of the following software:
  - Dreamweaver,
  - Fireworks,
  - Netscape Composer,
  - Photoshop,
  - Final Cut Pro,
  - Protocols,
  - Helix Producer,
  - Cool Edit 2000,
  - Microsoft Office Programs.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Senior Editor. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.

## Web Content Manager/Web Developer

Reports to: Vice President, Interactive Services

### Position Summary:

The Web Content Manager manages all content for opb.org and ensures that all web content meets established content standards. This position interfaces between Interactive Services and other departments to determine and implement web site content strategies. The Web Content Manager is responsible for coordinating web content written by various authors, making recommendations for new content and changes while ensuring that content is both consistent and accurate. They will also develop and maintain editorial calendars and schedules for content delivery and will work with the Internet Development Manager to assess the technical requirements and prioritize and ensure timely execution of the project. A wide degree of creativity and latitude is expected.

### Working Conditions:

Extended sitting and computer work. Occasional moving and lifting of books, boxes and materials.

### Supervises:

Plans and assigns work for in-house and contract employees:

### Approves Work

Recommends Hiring and hires contract employees Leads Project Teams

What percentage of time does this position perform these duties? 80%

### Minimum Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- Bachelor's degree in English, communications, journalism, marketing or a related field and four years related experience.
- Writing and communications theories and principles including rules of grammar, editing and proofreading.
- Strong conceptual thinking with great attention to detail
- Excellent verbal and written communication skills.
- Strong creative writing, production skills, management
- Proven project management skills and experience required

### Preferred Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- 2 years experience as Interactive Producer
- Experience with Content Management Process.
- Knowledge of content management systems and web technologies including portals, web development, collaboration tools and search engines.
- Experience with project management
- Proven ability to deliver projects on schedule

% OF TIME	E	DUTIES
60%	E	Set priorities, analyze requirements, oversee editorial and production calendars and sign off on deliverables.
10%	E	Develop and communicate standards for online content
10%	E	Write and proof online content
20%	E	Hire writers as needed to develop content for opb.org

E= Essential function duties and are the sole reason the position exists, or it is a highly specialized function.

## Web Content Developer/Asst. Web Manager

### Position Summary:

Expand and enhance OurStation's online presence through new online content development, feature sections, and timely postings. Create, code and upload new online content. Daily responsibilities include, but are not limited to, updating website content, responding to listener email requests and inquiries and ensure that they are responded to in a timely fashion; some weekend and evening work required.; Manage information exchange between departments; Ensure accurate and current information; site traffic analysis and monthly senior management report production.

### Duties:

25% - **Content Management & Scheduling.** Manage links and coordinate information exchange between marketing and programming staff to ensure accurate and current information. Produce a consistent visual image on the stations three websites by promoting uniform fonts, formatting, icons, images, and layout techniques.

15% - Analyze site traffic information and report monthly relevant information.

15% - Maintain direct correspondence with site visitors using email, bulletin boards and chat.

15% - Manage Online Department Work-Study students and Interns on content production, listener service issues and management reporting.

10% - Maintain cross-platform and cross-browser compatibility so that the web site is accessible from a variety of different environments.

10% - Create original digital content as needed. Check bugs and problems, diagnose and fix them, especially as they relate to Streaming Audio

5% - Develop written procedures for Production Responsibilities

5% - Perform additional duties as assigned

### Qualifications:

- Experience in PHP, ability to create digital audio and video files from a variety of sources also required, and troubleshooting Online Audio (understanding of formats and players) is requested.
- The candidate should have at least five years of HTML experience using Macromedia Dreamweaver MX, in an online production and a broadcasting environment.
- Experience in managing the production of copy, art and other page elements throughout the production process; working knowledge of tables, frames, image formats and page formatting for all browsers and across platforms.
- Experience in launching new websites, database management, time delivered content production, and FTP.
- Understanding of OurStations music style, listener demographic and the historical and social significance of the station.
- Understanding of both local and national, independent and major music industries. Experience with music-specific content sources (AMG, Muze, Music Hound) and how to properly adapt and credit music content for online use. Ability to edit and proof accuracy of submitted music-related content.
- Bachelor's Degree required.
- Supervisory experience required.
- Must be organized and detailed oriented.
- Needs to be able to function well in a fast paced team environment and communicate well with on-air Hosts and different personalities.
- Some weekend and night work is required.
- Must be able to alternate 24x7 emergency and "on-call" response with Web Producer.

**Technical Skills:** Proficient in: Macromedia Studio, Photoshop 7.0, Acrobat 6.0, Fireworks MX, FTP, Adobe Premier, Excel, Word, PowerPoint. Experience in writing HTML, an understanding of PHP, and Database Design also required.

## Web Administrator

### POSITION SUMMARY:

Manage web environment design, deployment, development and maintenance activities. Perform testing and quality assurance of web sites and web applications.

### TASKS:

- Test backup or recovery plans regularly and resolve any problems.
- Monitor web developments through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Collaborate with web developers to create and operate internal and external web sites, or to manage projects, such as e-marketing campaigns.
- Identify, standardize, and communicate levels of access and security.
- Track, compile, and analyze web site usage data.
- Document application and web site changes or change procedures.

### SKILLS:

- Operations Analysis - Analyzing needs and product requirements to create a design.
- Active Learning - Understanding the implications of new information for both current and future problem-solving and decision-making.
- Troubleshooting - Determining causes of operating errors and deciding what to do about it.
- Reading Comprehension - Understanding written sentences and paragraphs in work related documents.
- Systems Analysis - Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Complex Problem Solving - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

### ATTRIBUTES:

- Written Comprehension - The ability to read and understand information and ideas presented in writing.
- Problem Sensitivity - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Deductive Reasoning - The ability to apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- Written Expression - The ability to communicate information and ideas in writing so others will understand.
- Oral Comprehension - The ability to listen to and understand information and ideas presented through spoken words and sentences.

### EXPERIENCE AND EDUCATION:

- Bachelor's Degree; Over 2 years, up to and including 4 years

## Systems Engineer II

### PRIMARY DUTIES:

- Provide support to end users regarding a variety of issues. Identify, research, and resolve technical problems.
- Respond to telephone calls, email, and personnel requests for technical support.

### JOB DESCRIPTION:

- Document, track, and monitor problems to ensure timely resolution.
- Coordinate with third-party vendors to resolve issues with vendor systems or software.
- Determine and recommend products or services that best fit the customers' needs.
- Maintain, analyze, troubleshoot, and repair computer systems, hardware, and computer peripherals in a Windows and Mac environment.
- Document, maintain, upgrade, or replace hardware and software systems.
- Support and maintain user account information, including rights, security, and systems groups.
- Analyze and troubleshoot connectivity issues in distributed TCP/IP network environment.

### REQUIRED QUALIFICATIONS:

- Bachelor's degree or equivalent experience.
- Knowledge of commonly used concepts, practices, and procedures within PC support field.
- Experience performing basic system administrator functions and providing quality customer service in a desktop support role.

### PREFERRED QUALIFICATIONS:

- Two years experience working on Apple Macintosh equipment, to include familiarity with OS X operating system and networking.
- Experience integrating Macs with some kind of directory services, such as Open Directory or Active Directory; experience deploying Mac OS X images (software loads) over the network or via firewire drives;
- Familiarity with Mac OS X server, setting up groups, permissions, shares, Tiger ACLs, and use of Mac OS X Server as an application platform; and experience managing Macs via some kind of tool, such as ARD, VNC, etc.

## Net Administrator

### RESPONSIBILITIES:

- development of OurStation's internal and external web sites; manages web pages,
- supports multi-media content to include on-demand audio, streaming, downloads and podcasts;
- provides file management of published media, tracking, and reporting usage of technology
- providing general technical support for content providers; ensures quality and content of I-net services.

### QUALIFICATIONS:

- Bachelors degree in Information Systems, with an emphasis on web development, or an equivalent combination of education and experience from which comparable knowledge, skills and abilities may be acquired.
- Proven ability to work as a team leader with team members possessing varying levels of technical experience.
- Strong knowledge of
  - Unix/Linux,
  - Photoshop,
  - HTML,
  - CSS,
  - XML/RSS,
  - PHP,
  - My SQL,
  - Dreamweaver/Fireworks,
  - Javascript,
  - XSLT,
  - web related programming languages, and
  - web authoring tools.
- Two years experience in web page design, development, and implementation.

## Net Administrator-Entry

REPORTS TO: Director of Interactive Media.

Responsible for assisting in the development of OurStation's internal and external web sites; assisting in audio production of local programs; producing multi-media content to include on-demand audio, podcasts and RSS feeds, streaming, and downloads; and assisting in the facilitation of Web discussion forums to expand listener engagement.

### MINIMUM QUALIFICATIONS:

- Bachelors degree in Broadcasting, Broadcast Production or Information Systems, with an emphasis on web development and audio production, or an equivalent combination of education and experience from which comparable knowledge, skills and abilities may be acquired.
- Ability to work as a team member with both web and audio production departments. Knowledge or familiarity with on-air broadcast and production operations, digital editing systems, and ability to record and edit audio material for broadcast, and experience directing and running broadcast board for live talk programs.
- Strong computer skills, including ability to quickly understand complex Web development applications and programming languages.
- Working knowledge of XHTML and CSS, Dreamweaver, and Photoshop.

## Webmaster (1)

### DESCRIPTION

The post involves coordinating an internally funded project to create and run a mid-market radio station website and associated online properties, including some program sites and some community service section on the basic station websites.

Our current website aggregates flows of news, information, multimedia content and resources from a range of public radio and other public media sources.

Our primary audience is the listeners to WXYZ in ThisTown, ST, as well as public officials, community leaders in all fields of work, journalists, and policymakers.

The majority of our programming—and thus the majority of our online service—will be devoted to news, including national and international news from NPR (and other sources), as well as local and regional news developed by our station staff and their colleagues from around the state.

In this work, the Webmaster will work with other station professional to develop a network of contributors (other local reports, policy and research organizations, cultural and educational organizations and independent bloggers). This part of the work will involve some outreach and publicity work for the station, as well as developing a network of professional contacts within the broader ThisTown community.

### RESPONSIBILITIES

- Providing leadership and overall vision for OurStation's new media services;
- Advising the General Manager on the selection of technical services, and setting annual budgets for daily operations as well as capital improvements, as needed.
- Overseeing the development and maintenance of the station's content management system and related databases of content.
- Providing leadership within the senior management regarding the integration of other departments into the development and posting online news, features, wire copy and blogs;
- As needed, providing training and on-going professional skill improvement for those members of the staff who will be posting material to the site and managing their content or service areas.
- Overseeing the provision of online audio services including,
  - the station's basic program stream,
  - one or two side channels of additional programming that would be streamed on a 24/7 basis,
  - an archive of audio on demand, including news stories and recorded episodes of OurStation's two daily call in programs, and
  - A set of program and feature procasts.
- Expanding flow of content from all segments of the programming staff, with special priority for local and regional news.
- Expanding the level of cross posting and cross promotion with local organizations that share a large part of our journalistic and educational mission;
- As needed, recruiting bloggers and expert writers for the site
- Representing ThisStation at relevant conferences, seminars, and reporting on same to the broader professional staff.
- Working with the Program and Marketing staff to develop an effective system of on-air to online promotion that will drive measurably increasing traffic to OurSite.org
- Assisting the Membership Department in the conduct of online fundraising, especially during our Station's periodic pledge drives. This will involve considerable planning time, development and maintenance of appropriate applications for the receipt of membership donations (or selection of outside service bureaus that can provide this technology);
- Assisting the membership and programming departments in the development of a weekly email newsletter for listeners, as well as developing systems that can collect the names and email addresses of listeners who wish to become subscribers;

(Webmaster Job Description I cont.)

#### **EDUCATION REQUIRED**

BA, BS Degree level or equivalent on-the-job experience within the new media industry

#### **SKILLS REQUIRED**

- At least two years experience in a position of significant responsibility at a mid to large web property. Preference will be given to applicants with experience in media, especially online news.
- Knowledge of
  - Basic web technology issues, including content management systems,
  - Website usability
  - Basic website graphic design
  - Audio streaming and related issues,
- Ability to manage a budget and supervise a small, part-time staff
- Ability to work to tight deadlines, juggle diverse tasks and think creatively

#### **DESIRED SKILLS**

- Some experience as a journalist would be helpful.

## Webmaster (2)

**SUPERVISION:** Works under general direction from the MIS Director; plans and arranges own work, and refers only unusual cases to the General Manager. On a project basis, provides direction to a multi-discipline team in developing new web applications.

**POSITION SUMMARY:** Analyze, design, test, and evaluate network systems, such as local area networks (LAN), wide area networks (WAN), Internet, intranet, and other data communications systems. Perform network modeling, analysis, and planning. Research and recommend network and data communications hardware and software. Include telecommunications specialists who deal with the interfacing of computer and communications equipment. May supervise computer programmers.

### TASKS:

- Assist users to diagnose and solve data communication problems.
- Monitor system performance and provide security measures, troubleshooting and maintenance as needed.
- Design and implement systems, network configurations, and network architecture, including hardware and software technology, site locations, and integration of technologies.
- Identify areas of operation that need upgraded equipment such as modems, fiber optic cables, and telephone wires.
- Test and evaluate hardware and software to determine efficiency, reliability, and compatibility with existing system, and make purchase recommendations.
- Maintain needed files by adding and deleting files on the network server and backing up files to guarantee their safety in the event of problems with the network.

### SKILLS:

- Equipment Selection - Determining the kind of tools and equipment needed to do a job.
- Troubleshooting - Determining causes of operating errors and deciding what to do about it.
- Complex Problem Solving - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Active Listening - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Active Learning - Understanding the implications of new information for both current and future problem-solving and decision-making.
- Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

### ATTRIBUTES:

- Near Vision - The ability to see details at close range (within a few feet of the observer).
- Written Comprehension - The ability to read and understand information and ideas presented in writing.
- Deductive Reasoning - The ability to apply general rules to specific problems to produce answers that make sense.
- Problem Sensitivity - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Oral Comprehension - The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Inductive Reasoning - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).

### EXPERIENCE AND EDUCATION:

- Bachelor's Degree; Over 1 year, up to and including 2 years

## Webmaster (3)

### NATURE OF WORK:

Performs professional work in development, implementation, and management of OurStation's World Wide Web sites and intranet applications. Duties require independent judgment and the ability to analyze facts to determine the proper course of action. Few checks and controls exist and errors, if not detected, could cause considerable loss of time or embarrassment to Our Station. Employee has regular contact with employees of other departments of OurUniversity in a policy making nature, and with professionals outside Our University to obtain and supply factual information.

### ESSENTIAL JOB FUNCTIONS:

- Develops enterprise-wide web applications using Hypertext Markup Language (HTML).
- Maintains the City Home Page and directly surrounding layers of Hypertext files.
- Manages the evolution of OurStation's Web sites, web related work, and technical applications.
- Provides technical support for problem resolution.
- Configures servers and sets communication parameters which ensure timely delivery of information. Ensures servers and browsers are configured so that all City web sites are visible to the largest possible audience.
- Configures network security so that publications are served only to the intended audience.
- Ensures presentation of a consistent visual image on OurStation's Web sites by promoting uniform fonts, formatting icons, images, layout techniques, and modularization.
- Promotes proper use of HTML language and stays abreast of developing HTML standards.
- Promotes the use of OurStation's Web site to appropriate internal and external audiences.
- Establishes pointers from other relevant sites and WWW search sites.
- Organizes information seminars and encourages promotion of the site through other departmental communications vehicles.
- Provides publisher and user support and coordinates training for publishers, etc.
- Represents OurStation on external working and advisory committees.
- Maintains HTML template/image archives and related records as required.
- Performs related work as required.

### REQUIREMENTS OF WORK:

- Considerable knowledge of the World Wide Web as a system and of the principles and practices of good web site design from both server and client perspectives.
- Considerable knowledge of, and ability to develop, web site architecture and applications using Hypertext Markup Language.
- Considerable knowledge of TCP/IP, systems administration, CGI gateways, security/firewalls, databases, and database linking.
- Knowledge of relevant hardware, software applications, and techniques used in web site design, development, and maintenance.
- Knowledge of, and ability to work with the various computer operating systems.
- Ability to learn complex technical materials and adapt in a rapidly changing technological area.
- Ability to communicate effectively, both orally and in writing.
- Ability to establish and maintain effective working relationships with other employees and outside contacts.

(Webmaster 3 Job Description, cont.)

**PHYSICAL REQUIREMENTS:**

- Ability to see well enough to read fine print displayed on a computer screen.
- Ability to hear and speak well enough to converse on the telephone.
- Ability to use office equipment, particularly computers.
- Enough body mobility to move about the office.

**MINIMUM EDUCATION AND EXPERIENCE:**

Open Entry Requirements: Graduation from an accredited four-year college or university with a degree in Computer Science, Engineering, or related field; AND one year of experience in internet/intranet site development, implementation, and maintenance; OR, two-year (associate) degree from an accredited college in information systems, computer science, or closely related field; and two years of experience in internet/intranet site development, implementation, and maintenance.

## Webmaster (4)

The Webmaster implements web pages, maintains content and oversees day-to-day management of the company website, and assures quality and filing integrity of web pages.

### DUTIES AND RESPONSIBILITIES

- Responsible for the design of company web pages, including graphics, animation and functionality.
- To develop web page infrastructure and application related to pages with more advanced graphics and features.
- To monitor web server and site technical performance.
- Implementing search engine optimization strategies.
- Promoting client websites online to increase prominence within their web community where possible.
- Management of Pay Per Click (PPC) campaigns to achieve optimum ROI (Return On Investment) for individual active search terms for each of the major search engines
- Work closely with the Operations Director to set and ensure marketing campaigns achieve budgeted commercial targets
- Circulate efficient and accurate reporting, detailing results of each web marketing campaign and possible improvement
- Advise Director on the improvement, results, competition and new direction in technology to assist with marketing of the brand.
- Maximize online affiliate opportunities and revenue generation for the brand (with possibility of widening affiliate advertising schemes)
- Ensure regular communication and email contact with affiliates and act as main point of contact Source and manage new revenue generating online marketing opportunities

### SKILLS/ATTRIBUTES REQUIRED

- Proven Website Management experience.
- You will have strong web design skills which will include the ability to edit HTML and JavaScript skills.
- A thorough knowledge of Search Engine Optimization (SEO) techniques.
- Experience of running and evaluating online marketing campaigns, which will include the management of Pay Per Click (PPC) campaigns.
- A flexible attitude with proven experience of working in a small team.
- Excellent communication skills and attention to detail.

## Design Manager - Web Architect

**REPORTS TO:** Assistant or Associate Director of Information Services and Technology.

The Web Architect's role is to construct and implement the technical design for the organization's presence on the Internet. This includes the selection of Web applications' hardware and software platforms, developing site navigation, and designing an application framework. The Web Architect is also responsible for ascertaining system volume and analyzing traffic patterns. This individual is sometimes responsible for creating original Web site content and will manage technical staff. The person in this position will contribute strategic vision and integrate a broad range of ideas for applications development. S/he will apply development expertise across the organization and serve as a resource for resolution of unique or complex application development problems. Additionally, this person will undertake complex applications development projects which usually impact multiple business units and involve decisions on complex or ambiguous application development issues.

### PRIMARY DUTIES:

- Partner with University clients to plan technological solutions that enhance business processes and support the strategic direction of the University
- Work flow study and analysis of business practices
  - Perform analysis of business practices for new applications, enhancements, and bug fixes
- Application development:
  - Prepare designs, technical specifications, and documentation for new applications, application enhancements, and bug fixes
  - Code, test, debug, document, and implement software applications as required to keep projects on schedule
  - Design and document databases
- Evaluate vendor solutions
  - Project management for technological and business solutions
  - Manage software vendors and external service providers
  - Cultivate and foster superior customer service relationships including reviewing project priorities with key users
  - Coordinate activities of the project team, plan and monitor project schedules and costs, and take corrective action to stay on schedule
- Support
  - Create, document, schedule, and support operational activities including database backups and recoveries
  - Perform support for databases including design, maintenance, performance tuning, and ensuring database integrity
  - Provide off hours support
- Leadership
  - Ensure adherence to departmental standards
  - Act as a source of direction, training, and guidance for less experienced staff
  - Recruit and supervise staff: set expectations, monitor progress, and provide formal and informal feedback
  - Provide guidance for professional development

## Design Manager – Web Architect cont.

### REQUIRED QUALIFICATIONS:

- Undergraduate degree, current enrollment in IT degree program or equivalent experience
- Demonstrated aptitude to quickly and effectively adapt to technologies outside of current experience
- Extensive experience evaluating, designing, and implementing administrative computer systems
- Ability to work independently
- Ability to learn quickly and adapt to new circumstances
- Ability to work extra hours and adjust schedule and recognize the need to do so
- Ability to adjust to change and demands on time
- Experience applying a consistent and disciplined approach to project management
- Excellent organizational and communication skills, both verbal and written

### Position Specific:

- Exceptional knowledge and experience designing and developing web applications using various web development languages, graphics packages and content management solutions (e.g., HTML, ASP, ASP.NET, XML/XSL, Java, Dreamweaver, SharePoint, PhotoShop, etc.)
- Extensive experience with design, implementation and support of relational databases which integrate with web-based applications
- Understanding of service-oriented architecture (SOA) deployments with ability to design applications built with correct emphasis on these elements
- Possess knowledge of various database access methods
- Demonstrate basic knowledge of object and component methodology and technology
- Possess basic knowledge of classes, components, objects, and interfaces
- Recognize the fundamental differences between the various internet browsers

### PREFERRED QUALIFICATIONS:

- Graduate or professional degree
- Prior experience in a higher education technology environment
- Background with business Information Systems at the management or business analyst level in an academic environment

## Senior Web Developer

Reports to: Internet Development Manager

### Position Summary:

Senior Web Developer assists with all aspects of web production for OurStation.org and directs visual design continuity throughout the website. Web production includes writing source code, constructing databases, and designing visual presentation. The Senior Web Developer will work directly with the Internet Development Manager taking projects from planning through completion. Other duties will range from daily website maintenance to basic system administration of web servers. S/he needs the ability to work independently, to complete tasks on schedule, and to manage multiple concurrent projects.

### Working Conditions:

Extended sitting and computer work. Occasional moving and lifting of books, boxes and materials.

### Minimum Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- Strong HTML and CSS skills
- Web programming skills (scripting languages)
- Expertise with cross-browser and cross-platform issues
- Knowledge of graphics software (Photoshop preferred) and multimedia production
- Able to work with minimum supervision
- Good time management skills and attention to detail

### Preferred Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- Knowledge of PHP, Python, Ruby and Javascript
- Familiarity with MySQL and/or Postgresql
- Experience working as part of a production team

% OF TIME	E	DUTIES
50%	E	Website design and production
15%	E	Design and brand continuity
15%	E	Application and database development
10%	E	Researching and implementing new technologies
10%	E	System Administration

E= Essential function duties and are the sole reason the position exists, or it is a highly specialized function.

## Senior Web Developer

**REPORTS TO:** Application Design Manager or Assistant/Associate Director in Application Development.

The web senior project leader's role is to understand business requirements and implement the technical solution for the business unit's presence on the Internet. This includes expertise with various Web infrastructure and software platforms, developing site navigation, and designing an application framework. The web senior project leader is also responsible for measuring performance and making adjustments where necessary to ensure a consistent and stable environment. This individual is sometimes responsible for creating original web site content and will manage a small technical team. Under general supervision, this person undertakes complex projects requiring specialized technical knowledge.

### PRIMARY DUTIES:

- ▶ Application development
  - Prepare designs, technical specifications, and documentation for new applications, application enhancements, and bug fixes
  - Create efficient and logical databases for clients
  - Easily recognize system deficiencies and implement effective solutions
  - Design, code, and test superior technical solutions
  - Communicate and enforce coding standards
- ▶ Communication and project management
  - Manage software vendors and external service providers
  - Evaluate vendor solutions
  - Cultivate and foster superior customer service relationships including review of project priorities with key users
  - Create and execute project work plans and revise as appropriate to meet changing needs and requirements
  - Assist in the facilitation of team and client meetings
  - Deliver informative, well-organized presentations
  - Understand how to communicate difficult/sensitive information tactfully
- ▶ Support
  - Act as a source of direction, training, and guidance for less experienced staff
  - Supervise staff: set expectations, monitor progress, and provide formal and informal feedback
  - Provide guidance for professional development
  - Manage resources within budget and project schedule
  - Review work of team
- ▶ Work flow study and analysis of business practices
  - Create document, schedule, and support operational activities including database backups and recoveries
  - Perform analysis of business practices for new applications, application enhancements, and bug fixes
  - Ensure adherence to departmental standards
  - Consistently deliver high-quality services to clients.

## Senior Developer cont.

### REQUIRED QUALIFICATIONS:

- Undergraduate degree, current enrollment in IT degree program or equivalent experience
- Demonstrated aptitude to quickly and effectively adapt to technologies outside of current experience
- Significant experience with use and management of business applications in client/ server and web-based environments
- Ability to work with only general supervision
- Ability to learn quickly and adapt to new circumstances
- Ability to work extra hours and recognize the need to do so
- Ability to adjust to change and demands on time
- Experience applying a consistent and disciplined approach to project management
- Excellent organizational and communication skills, both verbal and written
- Knowledge and experience designing and developing web applications using various web development languages, graphics packages and content management solutions (e.g., HTML, ASP, ASP.NET, XML/XSL, Java, Dreamweaver, SharePoint, PhotoShop, etc.)
- Experience with design, implementation and support of relational databases which integrate with web-based applications
- Understanding of service-oriented architecture (SOA) deployments with ability to design applications built with correct emphasis on these elements
- Knowledge of classes, components, objects, and interfaces
- Understanding of complex database concepts as well as the implications of different database designs
- Effectively employ many different database design techniques
- Possess demonstrated work experience with more than one relational database management system
- Possess significant knowledge of client server and internet systems architectures
- Create well designed, reusable objects
- Understand browser specific compatibility issues
- Understand the benefits of the various design methodologies and object oriented environments

### PREFERRED QUALIFICATIONS:

- Undergraduate or graduate/professional degree
- Prior experience in a higher education technology environment
- Background with business Information Systems at the management or business analyst level in an academic environment
- Experience developing applications in PeopleSoft and/or PowerBuilder

## Senior Interactive Developer

**Purpose:** Optimize use of the Internet as a channel to promote, augment and deliver OURSTATION programming and related information to reach more people, build a strong organization, and make a positive impact in the community

### KEY JOB RESPONSIBILITIES

#### I. Plan

- Assess, research and recommend improvements for Web sites and online properties

#### II. Develop

- Design and develop robust Web sites and Drupal templates
- Provide technical leadership for design and implementation of new features and software system enhancements
- Develop Web sites with usability and search engine optimization in mind
- Integrate latest social media tools and platforms in Web development work
- Optimize performance and security of Web sites and databases
- Implement and support latest methods of online media distribution
- Test Web development work on widely-used browsers and platforms

#### III. Maintain

- Perform back-end maintenance for Web sites
- Monitor Web sites and back-end systems for technical and other issues
- Fix technical issues
- Create and maintain documentation for job tasks and system updates
- Some work outside of business hours is required

#### IV. Collaborate

- Collaborate with OURSTATION staff to develop Interactive features and capabilities
- Provide backup assistance for Web producer and other Interactive staff members
- Collaborate with stakeholders to implement and support Interactive and social media technologies
- Collaborate with stakeholders to optimize and support online revenue generating capabilities
- Work with Marketing and Communications staff to ensure Interactive features align with the OURSTATION brand.
- Work with outside partners, vendors and PBS Staff.
- Respond to technical questions

### COMPETENCIES AND BEHAVIORS

**Results Focus/ Achievement Orientation:** Sets high goals and achieves them. Measures his own performance and works to improve. Seeks performance feedback and uses it to get better. Stays on-task in spite of distractions and interruptions. Demonstrates persistence; meets all deadlines. Recognizes and acts on opportunities. Has a strong sense of urgency about solving problems and getting the job done. A consistent top performer.

**Judgment and Problem Solving:** Solves problems quickly and permanently. Spots and fixes bottlenecks. Looks beyond the obvious and doesn't stop at the first answer. Seeks advice from people who have been successful in solving similar problems. Notices discrepancies and inconsistencies in available information. Uses common sense.

**Initiative/Action Orientation:** Displays a high energy level. Enjoys working hard. Self-starter; doesn't wait to be told to take action. Looks for opportunities to do extra work in order to help a project move along. Willingly puts in extra time and effort in crisis situations. Displays an obvious sense of urgency. Does more than what is normally required. Volunteers readily.

## Senior Web Developer cont.

**Learning and Continuous Improvement:** Actively acquires new skills and competencies. Shares knowledge, skills, tools and methods with others to help them solve problems and improve performance. Treats negative feedback and experiences as learning opportunities. Seeks information and ideas from many places. Looks for better ways to perform routine parts of job. Open to suggestions and new ideas.

**Job Knowledge/ Technical Skills:** Is an expert in doing his or her job. Serves as a resource to others. Has a great deal of relevant experience. Makes good suggestions about ways to improve. Makes active efforts to stay up-to-date. Requires minimal supervision.

### QUALIFICATIONS AND ABILITIES

- Bachelors degree required preferably in Computer Science or related area
- Four years' experience in Web development required
- Proven experience developing and maintaining multiple, large-scale Web sites required
- Exhibit strong analytical and problem solving skills
- Demonstrate a desire to learn and keep current with new technologies and languages
- Strong Web and graphic design skills required
- Exhibit an eye for web design, usability and creativity
- Must understand video formats, video editing and online media technologies
- Must be able to communicate technical concepts effectively to technical and non-technical users
- Must have working experience and technical competency with:
  - Drupal (CMS, development/theming, optimization)
  - XHTML, CSS, XML, WAP
  - JavaScript/DOM/AJAX, JQuery, Actionscript
  - PHP, MySQL (programming, database development)
  - SVN
  - Search Engine Optimization
  - Google Analytics
  - Photoshop, Flash, Illustrator, Dreamweaver
  - Online video distribution
  - Developing and testing for multiple browsers including (but not limited to) Internet Explorer, Firefox, Safari and iTouch/iPhone
  - Integration of social media tools and platforms including Google, YouTube, Facebook and Twitter

- Must have working knowledge of:
- Shell, ASP, SQL, Ruby on Rails, Google API, Google Ad Manager, Avid, Online Payment Gateways (PayPal), PCI compliance standards as they relate to online development and maintenance, iPhone SDK, Windows, Linux (Debian and RedHat) and Macintosh OS, Microsoft Office Suite
- Experience with the following technologies and concepts is desirable:
- SharePoint, .NET, E-Commerce, ProTrack, Raiser's Edge, E-newsletter systems
- Experience with Web site and database performance optimization required
- Experience with developing secure sites required
- Work independently and collaboratively to accomplish responsibilities, goals and projects
- Follow company policies and procedures
- Model and promote OURSTATION Core Competencies and Norms of Behavior
- Organize time, materials and information for efficient access and use
- Maintain records and confidentiality appropriately
- Exhibit good communications skills through effective writing, speaking and listening
- Interact positively with people at all levels of the organization
- Adapt performance priorities as circumstances change

## Web Developer (1)

REPORTS TO: Vice President, Marketing and Communications

### MISSION STATEMENT:

To develop, create and manage OurStation's corporate website, including all subsidiary and related websites and web based communications, in order to draw viewers to top priority TV programs, communicate key brand messages, support station fundraising efforts, and extend the value and reach of OurStation's televised content.

### MAJOR AREAS OF RESPONSIBILITY

#### CONTENT CREATION

- Develops, implements and manages OurStation.org and related websites - including all content, format and functionality - in a way which maximizes value to the user and supports the mission of OurStation.
- Adapts graphics, text and other content from various sources (internal and external) for use on OurStation.org and in web based communications (e.g., e-newsletters). Creates new content in concert with graphic designers, show producers and other OurStation personnel as needed.
- Ensures that all web design conforms to OurStation and/or PBS brand/graphic standards.

#### PRODUCT SERVICE

- Works to ensure that products/services are of the highest quality, delivered in a timely manner, on budget, and in a way that meets client expectations.
- Analyzes issues, develops specifications, determines feasibility, estimates cost and time required, and ensures compatibility with I.T. infrastructure (working with I.T. personnel) for new or revised web site features.
- Designs, develops, troubleshoots, debugs and implements software code using languages/tools such as HTML, XML, CSS (Cascading Style Sheets), Dreamweaver, MySQL, JavaScript, PHP, Actionscript, Flash, a CMS system, streaming video, blogs and others on a regular basis.
- Analyzes site traffic statistics, identifies issues/trends, and makes recommendations to management on site changes/improvements.

#### BRAND

- Develops web strategies that integrate with other marketing tools to maximize brand and leverage resources
- Identifies opportunities to use web based communications to communicate brand messages in new or more effective ways
- Designs and creates web based elements that reinforce key message points in ways that are creative, compelling, innovative and influential and which fully support brand and positioning strategies.

#### PRODUCTIVITY

- Contributes to corporate productivity regularly by increasing expertise and efficiency.
- Identifies and implements new processes and procedures to increase work flow and minimize required resources.
- Fully leverages new technologies in close cooperation with engineering and I.T.

#### LEADERSHIP

- Serves as internal expert on both OurStation and PBS web-site design standards (both technical and graphic).
- Take a leadership role in coordinating work of OurStation personnel, outside contractors, PBS personnel and others in development of show sites and other complex web based projects.
- Identify and raise to management any issues involving content or technical aspects of OurStation.org and related sites that pose opportunities, threats or concerns.

## Web Developer (I) cont.

### COMMUNICATION

- Present highly professional image of OurStation to all stakeholders, through verbal and written interactions.
- Works effectively with a broad range of internal clients, including programming, underwriting, philanthropic giving, membership, broadcast, engineering/operations and others in marketing and design.

### FINANCIAL

- Works to achieve project and department cost goals.

### VALUES

- OurStation's values are understood, communicated, and lived daily in our work.

## Web Developer (2)

### PRINCIPAL RESPONSIBILITY:

#### I. Web publishing, content development, and interactive site design

##### DETAIL:

- Responsible for all phases of design, from concept to execution
- Plan site design by clarifying goals, designing functionality
- Develop site content and graphics by coordinating with copywriters and graphic artists, designing images, icons, banners, audio enhancements, etc.
- Prepare sites by installing and configuring server software, installing programming language using authoring and formatting tools, ensuring cross-platform compatibility, establishing links
- Establish locatability by registering with search engines
- Maintain site appearance by developing and enforcing content and display standards, editing submissions.
- Create and manage public and internal web pages and web sites
- Collect and organize content for web publication
- Convert content into appropriate formats such as HTML or PDF
- Design appropriate web page templates
- Publish content in web pages
- Draft Web sites
- Extend, update and maintain online content
- Implement XML-based or database-driven web content management tools
- Contribute to discussions about web resources and initiate new web sites

#### 2. Graphic Design and Multimedia Development

- Work with scanned or digital photography
- Create original graphics such as illustrations, buttons, decorative elements, etc.
- Optimize all forms of media for web publications
- Digitize and work with audio and video
- Create Flash or other animations as appropriate

### QUALIFICATIONS:

- Bachelor's Degree in Graphic Design, Interactive Media, related degree or comparable experience.
- Must have designed websites that illustrate a level of ascetic appeal combined with interactive design and ease shown at OurStationSite.org and other program-related sites
- Firm grounding in design principles, information design, user interteraction, architectures and hierarchies.
- Must have excellent portfolio or work and evidence of depth of knowledge, abilities, and artistic talent shown by submitted web site designs and interactivities.
- Expertise in current Internet standards, including web browsers and browser specifications.
- In-depth knowledge of current web markup and scripting languages.

Web Developer (2) cont.

**COMPLEXITY AND CREATIVITY:**

- Employee must be able to take a project from conceptual design to full completion and implementation, using sound design, web and hierarchy standards.
- Work hands-on with station writers, producers, and administrators to develop individual projects and plan for long-range strategic development.

**INSTITUTIONAL IMPACT:**

- The websites at OurStationSite.org and other program-related sites have visitors and listeners throughout the world, and their quality, accuracy, ease and style and have a big impact on the image of OurStation, the division and OurUniversity. Furthermore, work done for outside clients reflects directly on those organizations and must be carried out with a high level of quality and professionalism.

**SUPERVISION**

This employee will work in both a team environment and on an individual basis.

- Supervision will be provided at the initial conceptual phases of projects, and then the employee will be expected to complete the project on his or her own, seeking input, supervision and guidance from both the direct supervisor, other station personnel, and peers within or without the station, as appropriate.
- The employee must be a self-starter, and be able to successfully manage multiple projects and priorities simultaneously.

Personnel	Setting	Frequency
Supervisor	Project assignments and collaboration	Daily
Other Station Staff	Project collaboration	Multiple times per week
New Media, Web Manager, et. al.	Peer collaboration, training, sharing of ideas	Multiple times per month
Broadcasting Orgs	Peer collaborations and standards	Multiple times per month
Clients	Project definition and maintenance	Monthly

**LEADERSHIP AND SUPERVISORY RESPONSIBILITY:**

Name	Title	Nature of Supervision	Frequency
Various	Students	Provide functional guidance and coaching on new media issues during project collaboration, but will not directly supervise student employees	ongoing

## Web Developer (3)

### REQUIRED SKILLS:

- Web programming in a LAMP environment with specific experience developing scalable, secure web applications in PHP and MySQL
- Functional understanding of XHTML and CSS including web standards
- JavaScript and DOM
- Relational database concepts
- Have a strong understanding of the latest web development “best practices,” including website accessibility, cross-browser & cross-platform compatibility, and some search engine optimization
- Basic familiarity with Photoshop, GIMP, or equivalent
- Ability to successfully communicate technology issues
- Proven ability to successfully prioritize and manage time in a fast-paced environment

### DESIRED SKILLS:

- Flash, audio/video encoding, and streaming media
- Web 2.0 concepts including Ajax, social networking, blogs, wikis, tagging, RSS, and web services
- Exposure to common PHP and/or javascript frameworks, templating engines, and/or content management systems

### PERSONAL CHARACTERISTICS:

- Candidates should have a solid work ethic, cheerful disposition, and the ability to work as part of a team.
- Creativity and strong analytical and problem-solving skills are essential.
- Strong interpersonal and communications skills also are required.
- We seek candidates who are motivated self-starters with the ability to perform in a fast-paced, multi-task environment with limited supervision.
- Apply demanding personal standards and an almost pathological eye for detail.
- Thrive on pressure, and rise to the challenge of producing high-quality work to a tight schedule.
- Be able to juggle multiple projects, ensuring that each is completed to the highest standard, on time and on budget.

## Web Developer (4)

Reports to: Internet Development Manager

### Position Summary:

The Web Developer assists with all aspects of web production for OPB.org. Expertise in web design and experience with scripting languages, databases, and multimedia are essential.

The web developer will work directly with the Internet Development Manager taking projects from planning through completion. Other duties will range from daily website maintenance to implementing new Internet technologies. S/he needs the ability to work independently, to complete tasks on schedule, and to manage multiple concurrent projects.

### Working Conditions:

Extended sitting and computer work. Occasional moving and lifting of books, boxes and materials.

### Minimum Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- Strong HTML and CSS skills
- Basic Web programming skills (scripting languages)
- Expertise with cross-browser and cross-platform issues
- Knowledge of graphics software (Photoshop preferred) and multimedia production
- Able to work with minimum supervision
- Good time management skills and attention to detail

### Preferred Position Requirements (Knowledge, Skills, Abilities and Attitudes):

- Knowledge of PHP, Python, Ruby and Javascript
- Familiarity with MySQL and/or Postgresql
- Experience working as part of a production team

% OF TIME	E	DUTIES
50%	E	Website design and production
30%	E	Application and database development
20%	E	Researching and implementing new technologies

E= Essential function duties and are the sole reason the position exists, or it is a highly specialized function.

## Web Developer (5)

### DUTIES:

Under the general supervision of the Director of New Media, with input from the Online Managing Editor, the Web developer will produce and create Web applications for OURSTATION Online. Working closely with the OURSTATION Convergence Editor, Jacobs Fellows and reporters and producers from OURSTATION TV and Radio, the Web Developer will evaluate complex data and create interactive features to help a general audience understand that data. This might be done through flash applications, interactive tabulation of rich data or other creative applications.

The web developer will be charged with working in a collaborative environment one-on-one or in small teams to create innovative ways for OURSTATION to present journalism and original content online. This will be done both at OurStation.org and other social networking sites as well as via content for mobile phones and PDAs. The web developer will work with content creators on personalized news experiences for users via the web and mobile devices.

### QUALIFICATIONS:

- Minimum of one year experience working in an online environment.
- Equivalent to Bachelor's degree, with major work in IT, journalism or new media desired.
- Excellent technical skills. Knowledge of the following: Flash, PHP, CSS, JavaScript, XHTML.
- Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography, and audio and video production.
- Proficient use of the following: Dreamweaver, Fireworks, Netscape Composer, Adobe Suite of Products (primarily Photoshop), Final Cut Pro, Protools, Helix Producer, Cool Edit 2000, All Microsoft Office Programs.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- Must have excellent memory for details, be able to meet daily deadlines under pressure and deal effectively with simultaneous multiple tasks.
- Have a strong interest in and knowledge of San Diego area arts, culture and issues of concern to the region.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Managing Editor. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Ability to advocate for the user experience, despite the seniority and authority of the requestor/contributor.
- Good design sensibility; able to communicate design ideas to a graphic artist or Web developer (does not have to be a designer).
- Ability to convey technical issues and recommendations to non-technical people
- Ability to work independently and as part of a team

## Web Developer (6)

### POSITION SUMMARY:

Develop and design web applications and web sites. Create and specify architectural and technical parameters. Direct web site content creation, enhancement and maintenance.

### TASKS:

- Write, design, or edit web page content, or direct others producing content.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Maintain understanding of current web technologies or programming practices through continuing education, reading, or participation in professional conferences, workshops, or groups.
- Communicate with network personnel or web site hosting agencies to address hardware or software issues affecting web sites.
- Perform web site tests according to planned schedules, or after any web site or product revisions.
- Develop or implement procedures for ongoing web site revision.

### SKILLS:

- Troubleshooting - Determining causes of operating errors and deciding what to do about it.
- Programming - Writing computer programs for various purposes.
- Active Listening - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Reading Comprehension - Understanding written sentences and paragraphs in work related documents.
- Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Time Management - Managing one's own time and the time of others.

### ATTRIBUTES:

- Deductive Reasoning - The ability to apply general rules to specific problems to produce answers that make sense.
- Problem Sensitivity - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Oral Comprehension - The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Written Comprehension - The ability to read and understand information and ideas presented in writing.
- Information Ordering - The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- Category Flexibility - The ability to generate or use different sets of rules for combining or grouping things in different ways.

### EXPERIENCE AND EDUCATION:

- Bachelor's Degree; Over 2 years, up to and including 4 years

## Web Developer (7)

### JOB DESCRIPTION

- Manage the production of copy, art and other page elements throughout the website development process.
- Expand and enhance a department or division's online presence through new website content development, feature sections, and timely postings.
- Maintain cross-platform and cross-browser compatibility so that the web site is accessible from a variety of different environments.
- Evaluate all content for its value in search engine optimization according to key word frequency, key word density, formatting, etc.
- Produce site traffic analysis and monthly senior management reports and aid in interpreting results and potential impact.
- Design, program, test and document web applications used by and for the department or division
- Act as liaison to obtain clearance on copyrighted material ensuring all issues are resolved.

### REQUIRED QUALIFICATIONS:

- Bachelor's degree in Computer Science or equivalent and one to three years of HTML experience in an online production environment.

### PREFERRED QUALIFICATIONS;

- Knowledge of Web development, applications and technology, including HTML 4.0, Java Script, Photoshop, PHP, and HTML editing tools.
- Knowledge of basic principles of interface usability.
- Written and verbal communication skills, proven ability to develop websites, ability to manage multiple tasks simultaneously

## Multimedia Developer (1)

Opportunity for a creative and highly skilled Web Developer to provide web programming in a LAMP environment, developing scalable, secure web applications in PHP and MySQL.

### QUALIFICATIONS:

Bachelor's degree in Computer Science or relevant field; two to three years web development and programming experience to include multi-platform programming.

### REQUIRED SKILLS:

- Web programming in a LAMP environment with specific experience developing scalable, secure web applications in PHP and MySQL
- Functional understanding of XHTML and CSS including web standards
- JavaScript and DOM
- Relational database concepts
- Have a strong understanding of the latest web development "best practices," including website accessibility, cross-browser & cross-platform compatibility, and search engine optimization
- Basic familiarity with Photoshop, GIMP, or equivalent
- Ability to successfully communicate technology issues
- Proven ability to successfully prioritize and manage time in a fast-paced environment

### PREFERRED SKILLS:

- Flash, audio/video encoding, and streaming media
- Web 2.0 concepts including Ajax, social networking, blogs, wikis, tagging, RSS, and web services
- Exposure to common PHP and/or javascript frameworks, templating engines, and/or content management systems

For a complete description of this position and to apply online, visit our jobsite at <http://jobs.OurStation.org>. For information about the department visit our website at: <http://www.OurStation.org>

When applying on-line, please submit a cover letter, resume and contact information for three (3) professional references. Also provide links to developed sites and attachments of other applicable web development, specifying your role in their creation.

All documents submitted to Our University for employment opportunities are public records and subject to disclosure under Our State's Public Records Law.

## Multimedia Developer (2)

### POSITION SUMMARY:

Develops and maintains a dynamic and engaging OurStation web presence, including significant use of multimedia, e-commerce activities, and integration of external content. Also develops and maintains web sites for current and future outside clients. Responsible for all phases of design from the creation of initial concepts to the execution of completed project, with a strong focus on hands-on graphic design and page layout.

### DUTIES AND RESPONSIBILITIES:

- The position exists to perform the function.
- It is impossible or impractical to reassign the function.
- It is performed frequently.
- It is critical; severe consequences would result if the function is not performed even though it is not required frequently.
- It is a highly specialized function requiring special expertise or ability (e.g., requires specific degree, bilingual ability, etc.)

### ESSENTIAL FUNCTIONS:

- 70 % Designs and develops web pages for ongoing projects or special events:
- Conceives page layout and look & feel in conjunction with input from directors and peers.
  - Designs custom graphic logos and images for pages
  - Participates in copy writing and editing
  - Codes HTML using design tools and/or raw editing
  - Integrates static content with dynamic database-driven back-end systems
  - Optimizes graphics and HTML for fast download and browser/platform compatibility
  - Posts completed work to site and incorporates linkages
- 10 % Transfers, edits, and encodes audio and video files for online streaming
- 5 % Develops custom CGI and back-end programs
- 5 % Seeks out and develops online marketing and promotional activities in under the direction of Senior LAN Administrator / Web Manager
- 5 % Acts as backup to Senior LAN Administrator / Web Manager as possible

### ADDITIONAL JOB DUTIES AND RESPONSIBILITIES NOT ESSENTIAL TO THE POSITION:

- 5 % Participates in general staff functions, staff meetings, etc. Other duties as assigned.

### QUALIFICATIONS:

- I. Knowledge required:
- Requires strong skills in graphic design and manipulation, excellent artistic aptitude, and an intimate understanding of HTML (and all its quirks and flaws) with extreme attention to detail. Must have in-depth experience with a high-level graphics package such as Photoshop & Illustrator or Fireworks & Freehand.
  - Familiarity with web authoring and site management packages such as Dreamweaver is desirable. Flash, Director, JavaScript, CGI, Perl, SMIL, PHP, Cold Fusion, and/or related experience a plus. Knowledge RealNetworks' RealSystem and/or Microsoft's Windows Media desirable. UNIX, Windows, and/or Mac OS skills required.

Multimedia Developer cont.

1. Experience required:

- Experience optimizing Web pages for speed and compatibility. Must have experience with making pages work across multiple platforms and browsers. Working knowledge of basic information architecture principles as well as basic interface usability and design a must.
- Must able to provide proof of strong design skills and provide URLs for viewing, including a description of the applicant’s role in the site’s development.
- Bachelor’s degree in relevant subject field and/or previous work experience required.

3. Other knowledge, skills, and abilities required:

- Must be creative and able to develop graphic images and page layouts that support and communicate the station’s message. Willing to work in a fast-paced environment.

COMPLEXITY AND CREATIVITY:

- Applicant must be able to take a project from conceptual design to full completion and implementation.
- Works hands-on with station writers, producers, and administrators to develop individual projects and plans for long-range strategic development.
- Works with supervisor to implement web marketing, e-commerce, and other special initiatives.
- Monitors new technologies and recommends new innovations and approaches.

INSTITUTIONAL IMPACT:

- The quality, accuracy, and style of OurStation’s web site is visible to the public-at-large and thus reflects on the station, the division, and Our University as a whole. Furthermore, work done for outside clients reflects directly on those organizations and must be carried out with a high level of quality and professionalism.
- The successful candidate will be required to work in both a team environment and on an individual basis. Supervision will be provided at the initial conceptual phase of a project in conjunction with input from other station departments, and then the employee will be expected to complete the project on his or her own, seeking input, supervision and guidance from both the direct supervisor, other station directors, and peers within or outside the station as required.
- The employee must be a “self-starter” and be able to successfully manage multiple projects and priorities simultaneously.

COMMUNICATION AND COLLABORATION:

Contact	Nature of Interaction	Frequency
Webmaster	Project assignments and collaboration	Daily
Promotion Director	Project collaboration	Multiple times per week
Univ PR	University / Broadcasting	Occasionally
IMA and other PB staff	Peer collaboration, training, sharing of ideas	Multiple times per month
University Web Manager	Peer collaboration and standards	Once per month
Clients:	Project definition and maintenance	Once per month

LEADERSHIP AND SUPERVISION:

Name	Title	Nature of Supervision	Duration
Various student employees		Ongoing collaboration, but will not directly supervise students Provide functional guidance and coaching on new media issues during project	

## Applications Developer

### POSITION SUMMARY:

Develop, create, and modify general computer applications software or specialized utility programs. Analyze user needs and develop software solutions. Design software or customize software for client use with the aim of optimizing operational efficiency. May analyze and design databases within an application area, working individually or coordinating database development as part of a team.

### TASKS:

- Confer with systems analysts, engineers, programmers and others to design system and to obtain information on project limitations and capabilities, performance requirements and interfaces.
- Modify existing software to correct errors, allow it to adapt to new hardware, or to improve its performance.
- Develop and direct software system testing and validation procedures, programming, and documentation.
- Analyze user needs and software requirements to determine feasibility of design within time and cost constraints.
- Store, retrieve, and manipulate data for analysis of system capabilities and requirements.
- Design, develop and modify software systems, using scientific analysis and mathematical models to predict and measure outcome and consequences of design.

### SKILLS:

- Programming - Writing computer programs for various purposes.
- Critical Thinking - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Complex Problem Solving - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Troubleshooting - Determining causes of operating errors and deciding what to do about it.
- Active Learning - Understanding the implications of new information for both current and future problem-solving and decision-making.
- Technology Design - Generating or adapting equipment and technology to serve user needs.

### ATTRIBUTES:

- Oral Comprehension - The ability to listen to and understand information and ideas presented through spoken words and sentences.
- Deductive Reasoning - The ability to apply general rules to specific problems to produce answers that make sense.
- Inductive Reasoning - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- Near Vision - The ability to see details at close range (within a few feet of the observer).
- Problem Sensitivity - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- Speech Clarity - The ability to speak clearly so others can understand you.

### EXPERIENCE AND EDUCATION:

- Bachelor's Degree; Over 2 years, up to and including 4 years

## Interactive Producer

**PURPOSE:** Optimize use of the web and new media offerings to promote, augment and deliver OurStation programming and related information to reach more people, build a strong organization, and make a positive impact in the community

### KEY JOB RESPONSIBILITIES

- I. Plan
  - Participate in planning to enhance the interactivity of the organization's web properties
  - Assess and implement potential enhancements to the organization's websites such as media on demand, PBS toolkit and applications, community calendars, blogs, viewer FAQs, program reminders, and E-mail initiatives
  - Manage projects to design and update the organization's web properties
- II. Develop
  - Create and edit organizational websites and e-newsletters including web graphics, web features, local production episode pages, series detail pages, index/feature pages, intranet content, on-line sponsorship graphics and postings
  - Evaluate, optimize and document vidcasting, podcasting and streaming processes
  - Select, train and supervise web and new media interns
- III. Maintain
  - Monitor, edit, update, and post copy and other information to the company's websites and websites for nationally distributed OurStation programs
  - Maintain vidcasting, podcasting and streaming offerings
  - Monitor, review and report web and new media analytics to stakeholders
  - Respond to viewer inquiries about company websites and new media properties
    - Collaborate
  - Collaborate with other departments to develop and create new content and applications
  - Train and assist others on how to interface with the station's content management system
  - Assist, support and collaborate with other technology staff
  - Assist and collaborate with outside partners including contactors, vendors and PBS staff
  - Respond to technical issues in a timely fashion

### COMPETENCIES AND BEHAVIORS

**Results Focus/ Achievement Orientation:** Sets high goals and achieves them. Measures his own performance and works to improve. Seeks performance feedback and uses it to get better. Stays on-task in spite of distractions and interruptions. Demonstrates persistence; meets all deadlines. Recognizes and acts on opportunities. Has a strong sense of urgency about solving problems and getting the job done. A consistent top performer.

**Judgment and Problem Solving:** Solves problems quickly and permanently. Spots and fixes bottlenecks. Looks beyond the obvious and doesn't stop at the first answer. Seeks advice from people who have been successful in solving similar problems. Notices discrepancies and inconsistencies in available information. Uses common sense.

**Initiative/Action Orientation:** Displays a high energy level. Enjoys working hard. Self-starter; doesn't wait to be told to take action. Looks for opportunities to do extra work in order to help a project move along. Willingly puts in extra time and effort in crisis situations. Displays an obvious sense of urgency. Does more than what is normally required. Volunteers readily.

**Learning and Continuous Improvement:** Actively acquires new skills and competencies. Shares knowledge, skills, tools and methods with others to help them solve problems and improve performance. Treats negative feedback and experiences as learning opportunities. Seeks information and ideas from many places. Looks for better ways to perform routine parts of job. Open to suggestions and new ideas.

## Interactive Producer cont.

**Job Knowledge/ Technical Skills:** Is an expert in doing his or her job. Serves as a resource to others. Has a great deal of relevant experience. Makes good suggestions about ways to improve. Makes active efforts to stay up-to-date. Requires minimal supervision.

### QUALIFICATIONS AND ABILITIES

- Bachelor's degree in computer science, communication, journalism or related field or equivalent work experience required
- Experience with video editing, audio editing, and journalistic standards required
- Experience and technical skills utilizing XHTML, XML/XSL, JavaScript/DOM/AJAX, CSS, PHP programming using VBscript, ASP.NET, SQL programming/database development, Photoshop, Fireworks, Freehand, Illustrator, Graphic Design, Flash and Actionscript, e-publishing tools, HTML-based emails, content management systems (Drupal), MS Office, and Adobe Acrobat strongly desired
- Experience with Avid, Media Cleaner, Flip Factory and Adobe Audition preferred
- A desire to learn and keep current with new technologies and languages required
- Experience with managing web and new media projects strongly desired
- Regularly report to work as scheduled
- Work independently and collaboratively to accomplish responsibilities, goals and projects
- Follow company policies and procedures
- Model and promote OURSTATION Core Competencies and Behaviors
- Organize time, materials, and information for efficient access and use
- Maintain records and confidentiality appropriately
- Exhibit good communication skills through effective writing, speaking and listening
- Interact positively with people at all levels of the organization
- Adapt performance as priorities and circumstances change

### CORE COMPETENCIES AND BEHAVIORS:

#### 1. Passion for OURSTATION

- View OURSTATION programming
- Support OURSTATION Television
- Know the media industry
- Positively represent station and its activities to the community

#### 2. Customer Focus

- Learn, meet, and exceed customer expectations
- Seek customer feedback whether internal or external

#### 3. Accountability

- Accept personal responsibility for quality and timeliness of work
- Come fully prepared and ready to work each work day
- Be honest in all communications
- Work with integrity

#### 4. Respect

- Treat all people with dignity and respect
- Be optimistic about work, co-workers, customers, management, and company policies
- Display a positive attitude
- Give others the benefit of the doubt

#### 5. Build Productive Relationships

- Present ideas clearly and effectively
- Listen actively and attentively
- Share information and keep others informed
- Resolve differences directly through open discussion
- Explore solutions when faced with a problem
- Make inquires to gain understanding and appreciation of others' views

## Web Content Developer

### Position Summary:

The Web Content Developer will develop and implement dynamic and static web content, including database driven content. Use Javascript, CGI or other technical knowledge and programming skills to develop searchable/interactive web pages as assigned. Create and maintain good technical documentation. Create and enhance web graphics. Create and maintain Access database to manage digital content, artists' rights for distribution, etc.

The Web Content Developer needs to maintain a strong technical understanding of the latest technologies and web applications available. S/he will also ensure that the content and web assets on OurStation's network of websites and other web initiatives is accurate and up to date, and produce site traffic analysis and monthly management reports.

### Technical Requirements/Qualifications:

- Proven ability to code and write for the Web - Must be proficient in web development technologies such as HTML, XML, CSS, Javascript and other web technologies
- Working Knowledge of Database design and applications
- Proficient in Photoshop, ImageReady, Illustrator, Dreamweaver, Fireworks, Flash
- Experience with PHP/MySQL application development strongly preferred
- 3 years experience in web development including HTML, CSS, Scripting (especially PERL) a plus
- Experience in audio and video encoding and editing a plus.

### Other Requirements

- Requires a Bachelor's Degree in Computer Science, Information Systems or a related field, and three to five years of professional experience
- Experience with web server setup and administration using cPanel (Apache)
- Knowledge of web standards and technologies
- Comfort level with Unix / Linux server environment
- Must be well organized, self-motivated, a team player, able to work un-supervised and meet tight deadlines
- Strong awareness of music industry and best practices as they relate to Public Radio
- Some exposure to streaming media delivery systems and preparing digital media for same
- Exhibit project management skills

## Web Producer

The Web Producer works closely with the Convergence Editor and under the supervision of the Director of New Media, assisting in identifying, developing and creating content that drives user traffic and builds communities on OURSTATION.org

### Specific responsibilities

- With an emphasis on audio and video production, creates compelling teases and content packages and add online enhancements to OURSTATION editorial stories and features.
- Whether thorough training staff or original content creation (with an emphasis on audio/video), ensures online elements complement special features or packages from traditional media.
- Acts as a source of ideas for new innovations and features for the site.
- Serves as Blog Editor for all OURSTATION blogs by providing editorial direction and setting standards for blog conventions.
- Manages, maintains and oversees the quality of OURSTATION podcasts as well as online archives of local programming.
- Serves as backup to other Producers, the Convergence Editor and the Director of New Media as needed to maintain consistency, timeliness and accuracy on OURSTATION.org. Serves as a backup to the Page Editor, and occasionally build special sections and features on an as needed basis. This includes writing, editing, layout, working with audio, video and still photographs.
- As New Media is a rapidly changing environment, the Producer is required to stay up-to-date on emerging and current technologies. This includes reading industry trade publications and taking classes and other professional development opportunities. The Producer should use these skills to develop new technology for OURSTATION.org.
- Adhere to deadlines and, working with appropriate staff, make timely and effective decisions in situations requiring prompt attention.
- Stay abreast of news and current events, particularly in San Diego. Visit other news sites, read newspapers and watch TV news programs on a regular basis. Watch OURSTATION TV and listen to OURSTATION Radio.
- Other duties as assigned.

### QUALIFICATIONS:

- Minimum of one year experience working in an online environment.
- Equivalent to Bachelor's degree, with major work in English, journalism, arts, humanities, or new media desired.
- Excellent writing and proofreading skills.
- Knowledge of the mechanics of standard English grammar and AP Style.
- Knowledge and understanding of public broadcasting and ability to effectively communicate industry's purpose while promoting OURSTATION' programs and activities.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Senior Editor.
- Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography and audio and video production.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- Ability to ensure that Division standards are met despite the seniority and authority of the requestor/contributor.
- Good design sensibility; able to communicate design ideas to a graphic artist or Web developer (does not have to be a designer).
- Knowledge of the following software: Dreamweaver, Fireworks, Netscape Composer, Photoshop, Final Cut Pro, Protools, Helix Producer, Cool Edit 2000, Microsoft Office Programs.

Web Producer cont.

- Have a strong interest in and knowledge of San Diego area arts, culture and issues of concern to the region.
- Must have excellent memory for details, be able to meet daily deadlines under pressure and deal effectively with simultaneous multiple tasks.

## Multiple Media Producer-Project Coordinator

REPORTS TO: Multiple Media Director

### POSITION SUMMARY:

Design and produce multimedia learning resources, taking projects from conceptualization to research and development, through pre-production, production, post-production, delivery, evaluation and final report.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Produce and manage educational multimedia projects as assigned.
- Serve as team leader for creative and support staffs in production/project activities.
- Track and manage individual project budgets.
- Prepare and present project reports.
- Represent project related aspects of OurStation to community groups and leadership, professional organizations, etc.
- Assist Educational Multimedia Director in developing, maintaining and evolving meaningful project-based partnerships with local, regional and national individuals/organizations.
- Gather evaluation and feedback data for all multimedia products, and apply information gathered to revise and upgrade products as needed.
- Design and produce graphic material for use in educational projects websites.
- Provide staff with timely promotional information.
- In consultation with other staff, generate planning schedule for project and web production.
- Maintain archived projects.
- Design, develop, monitor and maintain the Educational Services' websites. Implement HTML modifications on current pages, design and develop new pages as needed, and assist with the flow of information between Educational Services and other sections of the website.
- Collect, research, develop, organize and manage written and visual materials for education projects and website.
- Performs Educational Services websites' technical upgrades in consultation with other Technology staff, and coordinates the implementation of new website features/functionality.
- Collaborate with IT department in development of new web features/functionality, such as the creation of web-driven databases.
- Perform other tasks as directed.

### QUALIFICATIONS:

#### Knowledge/skills/aptitudes:

- Understanding of instructional design theory and practice, program design, project management, creative techniques and production norms as relates to video production, web, CD, DVD, etc

#### Experience:

- Moderate level of educational media production and client management experience helpful.
- Demonstrated experience working with creative people.

#### Education:

- Bachelors Degree with emphasis in education or communications.

#### Essential Physical Demands and Working Environment:

- Ability to see, communicate, hear and utilize electronic communication devices.

## Interactive Content Producer

Reports to: VP, Marketing & Communications

**MISSION STATEMENT:** To manage development and implementation of OurStation's online media library. Also, develop interactive content to enhance various OurStation web sites.

### MAJOR AREAS OF RESPONSIBILITY

#### ONLINE MEDIA LIBRARY

- Manage development and implementation of OurStation's online media library, including project plan and budget coordination, beta testing and public launch, user interface testing and enhancement, refinement of content strategy, analysis of usage, etc.
- Organize, catalog and prioritize archival content for inclusion in the library.
- Maintain and update standards for segmenting and meta-tagging video content.
- Segment and meta-tag content for inclusion in the library.
- Supervise work of Interactive Content Coordinator.

#### CONTENT CREATION:

- Manage development and implementation of web-based "civic engagement" initiative in partnership with OurStation's Productions unit.
- Provide hands-on support for station-related program web sites.
- Adhere to editorial guidelines so that political and civic policy issues are treated with strict political balance and even-handedness.
- Work with internal staff to improve the organization's skills for creating interactive content.

#### MEDIA LEADERSHIP:

- Provide leadership that stretches skills within OurStation for creating new media content.
- Share information on new media trends with management and production staff.
- Spark creative ideas for projects in development.
- Guide and enhance partnerships and collaborations.

#### OUTREACH:

- Cultivate relationships with community content creators that lead to collaborative partnerships that enrich the community.

#### PRODUCT SERVICE

- Work to ensure that products/services are of the highest quality, delivered in a timely manner, and meet client expectations.
- Manage grant application and reporting processes to capitalize on funding opportunities and ensure compliance with grants received.

#### PRODUCTIVITY

- Contribute to corporate productivity regularly by increasing expertise and efficiency.
- Able to productively work with technical staff by maintaining a working knowledge of languages/tools such as Filemaker, HTML, XML, CSS (Cascading Style Sheets), Dreamweaver, MySQL, JavaScript, PHP, Actionscript, Flash, Drupal, streaming video, blogs, etc.

#### COMMUNICATION

- Present highly professional image of OurStation to all stakeholders, through verbal and written interactions.

#### VALUES

- OurStation's values are understood, communicated, and lived daily in our work.

## Online Content Producer

REPORTS TO: Director of New Media

### FUNCTION OF UNIT:

It is the purpose of OURSTATION to educate, inform, entertain and empower our audience by acquiring, producing and delivering high quality programming and content which is of value and worthy of support.

OURSTATION.org is the station's main Web site, providing a unique multi-media experience for San Diego County. The site features in-depth resources on topics covered on OURSTATION TV and Radio, as well as Web-only content such as columns, news and feature reports, polls, and interactive news coverage, discussion forums and online communities. The site also serves as a destination for OURSTATION viewers and listeners where they can donate, learn more about OURSTATION, listen to programming and find out what's on.

### DUTIES:

The Online Content Producer works closely with the Senior Editor and under the supervision of the Director of New Media, assisting in identifying, developing and creating content that drives user traffic and builds communities on OURSTATION.org

#### Specific responsibilities

- Update special sections of OURSTATION.org in a timely manner. Sections include "These Days" content and programs, special micro-sites and other sections as assigned.
- Serve as editor for content supplied by staff and freelance contributors. This includes writing headlines, copyediting, publishing, and verifying online content.
- The Online Content Producer manages, maintains and oversees the quality of OURSTATION podcasts as well as online archives of local programming.
- Oversee user generated content and communities, including blogs, discussion boards and other opportunities for OurStation.org visitors to share their views about the topics OURSTATION covers.
- Create compelling teasers and content packages on a daily basis; add online enhancements such as polls, message boards, photo galleries and audio/video components to OURSTATION editorial stories and features.
- Develop strong working relationships with relevant OURSTATION editorial staff and actively participate in creating online elements for special features or packages.
- Build special sections and features on an as needed basis. This includes writing, editing, layout, working with audio, video and still photographs.
- Act as a source of ideas for new innovations and features for the site.
- Identify and track key metrics to help evaluate the traffic growth and usage of specific sections of OURSTATION.org.
- Serve as backup to other Content Producers and Senior Editor as needed to maintain consistency, timeliness and accuracy on OURSTATION.org.
- As New Media is a rapidly changing environment, the Content Producer is required to stay up-to-date on emerging and current technologies. This includes reading industry trade publications and taking classes and other professional development opportunities. The Content Producer should use these skills to develop new technology for OURSTATION.org.
- Adhere to deadlines and, working with appropriate staff, make timely and effective decisions in situations requiring prompt attention.
- Stay abreast of news and current events, particularly in San Diego. Visit other news sites, read newspapers and watch TV news programs on a regular basis. Watch OURSTATION TV and listen to OURSTATION Radio.
- Other duties as assigned.

## Online Content Producer cont.

### QUALIFICATIONS:

- Minimum of one year experience working in an online environment.
- Equivalent to Bachelor's degree, with major work in English, journalism, arts, humanities, or new media desired.
- Excellent writing and proofreading skills. Knowledge of the mechanics of standard English grammar and AP Style.
- Knowledge and understanding of public broadcasting and ability to effectively communicate industry's purpose while promoting OURSTATION' programs and activities.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Senior Editor. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography and audio and video production.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- Ability to ensure that Division standards are met despite the seniority and authority of the requestor/contributor.
- Good design sensibility; able to communicate design ideas to a graphic artist or Web developer (does not have to be a designer).
- Knowledge of the following software: Dreamweaver,
  - Fireworks,
  - Netscape Composer,
  - Photoshop,
  - Final Cut Pro,
  - Protools, Helix
  - Producer,
  - Cool Edit 2000,
  - Microsoft Office Programs.
- Have a strong interest in and knowledge of San Diego area arts, culture and issues of concern to the region.
- Must have excellent memory for details, be able to meet daily deadlines under pressure and deal effectively with simultaneous multiple tasks.

## Web Editor (News)

**ACCOUNTABILITY:** The position reports to the Director of New Media.

### **SUMMARY:**

OurStation is currently seeking an experienced Web Editor to manage the overall editing of the station's Website. The successful candidate will have experience either as a manager of a media/news website, as an editor with excellent skills, or as a journalist committed to the highest standards of the profession. The incumbent is expected to be able to work with the programming and news staff to source and produce the editorial content for the Website.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work with News Director and News Staff to develop the editorial vision for the Website and manage the editorial calendar;
- Edit and develop Web-only articles, to ensure that the site is up to date, each day.
- Collaborate with producers and announcers to develop material that will drive listeners to the Website to view news stories.
- Edit broadcast material, as needed, and assist reporters in posting stories to the site.
- Oversee online editorial budget (including free lancers...)
- Keep track of the press coverage for the Institute's activities
- Stimulate action in the site's social network.
- Manage web users feedback
- Work in cooperation with the News and Program staff to develop and maintain a web-friendly writing style
- Manage strategic links/partnerships with local and national organizations, including NPR, American Public Media, Public Media International, and think tanks

### **REQUIREMENTS AND QUALIFICATIONS**

- Degree or equivalent experience in journalism and / or
- Good knowledge of local and regional news issues
- Superior writing and editing skills
- Basic understanding of HTML code;
- Familiarity with form-driven Content Management Systems used to post material to a dynamic Web site
- Capability to work in close cooperation with the IT and Web professionals
- Good communication and interpersonal skills

## Assistant to the Web Editor

### JOB SUMMARY:

Assistant to the Web Editor to work within our CMS (content management system) to create text and images for publication on OurStation's Web site. If you are a good writer, have programming knowledge and experience using a CMS, like a fast-paced work environment, we invite you to join our team.

### TASKS AND DESIRED QUALIFICATIONS:

- Comfortable using a web-based CMS to update, create and maintain pages on OurStation's Web site.
- Ability to gain high level of proficiency in Our CMS
- IT skills, computer literacy, web page creation experience
- Skilled writer with understanding of best web practices and writing; strong grammar and editing skills
- Familiarity with AP writing style
- Strong grasp of layout principals for web; ability to select, size, prep, create new images for web using Photoshop
- Magazine, web, advertising experience a plus
- Capable of task-oriented work flow, with strong organizational skills
- Good communication & interpersonal skills
- Ability to merge content from a variety of sources to create unified, appropriate content for upload through the CMS
- Understanding of approval processes and re-edits to create text that meets the objectives of the organization's on-line presence
- Daily Interface with public information, IT programmers and graphics personnel to maintain standards when editing for the website
- Must work within pre-existing web forms and pre-designed templates
- Web-literacy essential
- Must be organized, task-oriented and deadline-driven
- Programming knowledge a plus

## Multi-Media Reporter/Producer (News)

The Multi-Media Reporter/Producer works under the supervision of the OURSTATION Convergence Editor. This unique opportunity is a full-time fellowship assigned to the Jacobs Project for Reporting Excellence, a project designed to train journalists in existing and emerging forms of local reporting and technologies. The fellowship is for a limited duration of time, from 9-18 months. The Reporter/Producer specializes in multi-media reporting/producing and produces content in various formats for distribution via multiple platforms. Reporting is conducted in a "training lab model" and may include multi-media reports or content for a specific platform, such as online, TV or radio. The emphasis of this fellowship is to create journalism in non-traditional formats using traditional and emerging technologies.

1. **Reporting/Producing (70%)** Working with the Convergence Editor, selects stories to cover and determines appropriate platform to best tell the story. Researches topics, contacts and interviews sources, maintains notes and multi-media files. Produces content for TV, radio Web, mobile or other emerging platforms. Coordinates with platform editors, producers and graphic designers to complete finished product. May be asked to anchor newscasts or host programs. Occasionally serves regional and national networks.
2. **Training (15%)** The Jacobs Fellowship exists to experiment, discover and demonstrate best journalism practices in a local station environment where existing and emerging technologies and story-telling methods converge. The individual will be part of a learning laboratory that provides meaningful content to the public while actively pursuing new ways of serving that audience. Training may include reading, observation, technical practice, seminars, conference participation, etc. Training will include involvement in the creative cycle of story or program origination, development and delivery.
3. **Administration & Other (15 %)** All Jacobs Fellows will be responsible for written reports on the success of their projects. This includes setting benchmarks, written evaluations of results, and recommendations for future activities. Other administration includes attending meetings, record keeping, correspondence, phone calls, supplies and equipment and other duties as assigned. The Fellows also will participate in station membership campaigns and community-building events.

### D. Qualifications

#### Minimum:

- Bachelor's degree in related field or equivalent required.
- Minimum two years professional experience in journalism.
- Must agree to the terms and limits of the fellowship contract.
- Must have a base of expertise in news-gathering, writing, editing and some form of media production.
- Possesses effective communication and interpersonal skills.
- Excellent writing and proofreading skills.
- Knowledge of the mechanics of standard English grammar, spelling and AP Style.
- Excellent memory for details, be able to meet daily deadlines under pressure and deal effectively with simultaneous multiple tasks.
- Knowledge and adherence to high ethical standards.
- Reliable transportation, valid driver's license and proof of insurance required.

#### Preferred:

- Experience in online production, including writing, editing, graphic design, HTML, photography and audio and video production.
- Familiarity with Web 2.0 concepts and applications.
- Experience in traditional media, such as radio production, TV/video production and/or photography.

## Web Producer (News)

The Web Producer works closely with the Convergence Editor, Operations Manager and under the supervision of the Director of New Media, assisting in identifying, developing and creating content that drives user traffic and builds communities on OurStation.org

### SPECIFIC RESPONSIBILITIES:

- Build special sections and features on an as-needed basis. This includes writing, editing, layout, working with audio, video and still photographs.
- Update special sections of OurStation.org in a timely manner.
- Serve as a liaison to other departments, such as outreach, the radio reading service and video production services, to ensure their Web needs are met. The Producer will determine whether New Media staff will train staff in other departments on how to use our tools, or if a NM producer should be assigned to the project.
- Create compelling teasers and content packages on a daily basis; add online enhancements such as polls, message boards, photo galleries and audio/video components to OurStation editorial stories and features.
- Develop strong working relationships with relevant OurStation editorial staff and actively participate in creating online elements for special features or packages.
- Serve as backup to other Producers, the Convergence Editor and Director of New Media as needed to maintain consistency, timeliness and accuracy on OurStation.org.
- As New Media is a rapidly changing environment, the Content Producer is required to stay up-to-date on emerging and current technologies. This includes reading industry trade publications and taking classes and other professional development opportunities.
- Adhere to deadlines and, working with appropriate staff, make timely and effective decisions in situations requiring prompt attention.
- Stay abreast of news and current events, particularly in San Diego. Visit other news sites regularly and read newspapers and watch TV news programs. Watch Our TV and listen to Our Radio.
- Other duties as assigned.

### QUALIFICATIONS:

- Minimum of one year experience working in an online environment.
  - Equivalent to Bachelor's degree, with major work in English, journalism, arts, humanities, or new media desired.
  - Excellent writing and proofreading skills. Knowledge of the mechanics of standard English grammar and AP Style.
  - The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Convergence Editor. Must be able to utilize and be guided by the Our mission statement and strategic plan.
  - Knowledge of all facets of Online production, including writing, editing, graphic design, HTML, photography, and audio and video production.
  - Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
  - Ability to ensure that Division standards are met despite the seniority and authority of the requestor/contributor.
  - Good design sensibility; able to communicate design ideas to a graphic artist or Web developer (does not have to be a designer).
  - Knowledge of the following software: Dreamweaver, Fireworks, Netscape Composer, Photoshop, Final Cut Pro, Protocols, Helix Producer, Cool Edit 2000, All Microsoft Office Programs.
  - Have a strong interest in and knowledge of Our area arts, culture and issues of concern to the region.
- Must have excellent memory for details, be able to meet daily deadlines under pressure and deal effectively with simultaneous multiple tasks.

## Internet Content Producer (Music Station)

**Position Summary:** Create content for the Internet service of OURSTATION. Develop a site that provides valuable service to both existing listeners to OURSTATION and new site users whose sole exposure to OURSTATION may be through the Internet.

### DUTIES:

**50%:** Conceive, produce, and create Internet content for OURSTATION based on the station's primary program service. Meet with program hosts and other programming and promotions staff, adapt music, news, and arts features to the Internet and invent new features that augment and compliment OURSTATION's on-air programming. Generate and maintain an Internet service that reinforces OURSTATION's position as a leading regional institution of popular culture and a national leader in contemporary music programming. Work with OURSTATION's fund raising staff to implement web-based fund raising programs and strategies. Assist as necessary with the development of on-line retail stores, on-demand content, and other revenue generating programs.

**20%** Coordinate design activities and technical operations for OURSTATION's web site. Work with OURSTATION's Marketing staff and design consultants to establish a look and feel for the web site that is consistent with the station's on-air image and that presents a logical, user-friendly interface. Work with OURSTATION's technical director, web site host-contractor, and Internet content providers to supply a web experience to users that is reliable, fast and bug-free.

**20%** Manage site content. Establish systems to assure that changing site content is fresh, timely, and accurate. Monitor site usage, prepare regular reports on usage and make suggestions for increasing usage. Work with outside content providers including Public Interactive, National Public Radio, and others to select, adapt, and integrate appropriate outside content into the OURSTATION site. Work with OURSTATION's Sales Manager and Traffic Manager to place advertising on the web site and generate reports necessary for billing and client management.

**10%** Assist with other duties as required.

### Qualifications:

- A Bachelor's degree or equivalent is preferred.
- Three years of experience in content creation and management for the Internet and adapting content from other media to the Internet is required.
- Experience in music-related content development for the Internet is preferred.
- Demonstrated familiarity with Internet technology, terminology, and end-user software applications is required.
- Demonstrated experience collaborating with professional colleagues from a variety of disciplines to create compelling Internet content is required.
- The ability to explain technical terms clearly to non-technical staff and to work with non-technical staff to craft creative technical approaches to problem solving and content development is required. Understanding of the general station image is required.

### Skills:

- Advanced computer skills and experience with end user-Internet publishing tools are required. Familiarity with Photoshop and/or Fireworks for graphics, Dream Weaver and/or FrontPage for site design/management, and FTP software is preferred. Competency in digital editing, audio file manipulation, and radio production is required. Excellent writing and proofreading skills are required.

Some weekend and evening work will be required.

## Website Production Specialist

### Position Summary:

We are seeking an individual to assist the Internet Producer with website content management and production for multiple sites. The Website Production Specialist is responsible for updating website content, coordinating information exchange between departments, and assuring accurate and current information. S/he is responsible for managing content delivery, training OURSTATION staff on database-driven content management system, site traffic analysis and monthly report production.

### Duties:

30% Assist the Internet Producer with scheduling, and updating site content using a database-driven content management system. Manage links and coordinate information exchange between marketing and programming staff to assure accurate and current information. Check bugs and problems, diagnose and fix them. Maintain cross-platform and cross-browser compatibility so that the web site is accessible from a variety of different environments. Produce a consistent visual image on the site by promoting uniform fonts, formatting, icons, images, and layout techniques.

20% Analyze site traffic information and report monthly relevant information.

15% Develop and enhance systems to manage content delivery and presentation. 10% Create original content as needed.

10% Train OURSTATION staff, Work-Study students and interns on content development and management system, so that more staff and students can directly participate in content creation.

10% Maintain direct correspondence with site visitors using email, bulletin boards and chat.

5% Other duties as required.

### Qualifications:

The candidate should have

- At least one year of HTML experience using an HTML editing tool such as Macromedia DreamWeaver, MS FrontPage, Allaire HomeSite, preferably in online production and a broadcasting environment.
- Experience in ensuring the quality of copy, art and other page elements throughout the production process; a strong, understanding of tables, frames, image formats and page formatting for all browsers and platforms.
- Must be organized and detailed oriented.
- Needs to be able to function in a fast paced team environment.
- Knowledge of PHP (Hypertext Preprocessor—a server-side, cross-platform, HTML embedded scripting language), Streaming Audio, and Perl/CGI scripting a plus.

## Multi-Media Producer: Graphics

Serve as primary graphic designer for OurSite.org and all related sites, including special sections and microsities. Maintain a consistent look for the Our Station Web site, e-newsletters and other online communication vehicles.

### SPECIFIC DUTIES:

- Coordinate graphic elements for all areas of OURSTATION.org. Ensure consistency among graphics throughout the site, including but not limited to photography and enforcing online graphic standards.
- With an emphasis on graphics and flash, create compelling teasers and content packages and add online enhancements to OurStation editorial stories and features.
- Whether thorough training staff or original content creation (with an emphasis on graphics and flash), ensure online elements complement special features or packages from traditional media.
- Act as a source of ideas for new innovations and features for the site.
- Create templates for microsities, e-newsletters and special sections of OURSTATION.org.
- Serve as backup graphic designer for other marketing department activities.
- Serve as backup for other producers and the Operations Manager as needed to maintain consistency, timeliness and accuracy on OURSTATION.org.
- Supervise the work of any freelance graphic designers/Web design firms.
- Work with the other graphic designers at OURSTATION to ensure brand continuity among OURSTATION' visual media.
- Create graphics and logos for OURSTATION online activities.
- Work with still photographs and video to maximize impact on a variety of multi-media platforms.
- Create ads for clients and donors that meet the graphic standards and marketing goals of the client.
- Serve as photojournalist when necessary for breaking news and feature reports.

Other duties as assigned.

### QUALIFICATIONS:

- Minimum of one year graphic design experience in an online/interactive environment.
- Equivalent to Bachelor's degree, with major work in the arts of graphic design.
- Knowledge of the principles of artistic design such as the use of color, tone, composition and balance.
- Ability to coordinate a variety of tasks and to prioritize and meet deadlines.
- Self-starter and able to work independently or as part of a team.
- Ability to direct the work of vendors, employees and station partners or independent contractors that aren't under the designer's direct supervision. This could include OURSTATION staff at all levels, outside vendors (such as graphic artists, Web developers, etc.) or volunteers.
- Ability to work in an often-stressful environment and under the constraints of a tight budget and absolute deadlines.
- The ability to follow direction and be guided by the strategic plan determined by the Director of New Media, and editorial direction set by the Senior Editor. Must be able to utilize and be guided by the OURSTATION mission statement and strategic plan.
- Ability to ensure that graphic standards are met despite the seniority and authority of the requestor/contributor.
- Knowledge of the following software: Dreamweaver, Fireworks, Netscape Composer, Photoshop, Final Cut Pro, Protocols, Helix Producer, Cool Edit 2000, Microsoft Office Programs. Flash experience preferred.

## Online Community Manager

### JOB SUMMARY:

The Online Community Manager is a leading member of OurStation's audio and web production department. The Online Community Manager will work with the Content Director and the General Manager to oversee growth and maintenance of OurStation's website and generate and maintain communities of online users. The position also acts as a liaison between OurStation and our web users who contribute to the website and broadcast.

### DUTIES AND RESPONSIBILITIES:

- Work with the IT Department and contracted web developers to grow and maintain the website and write bug reports for our developers.
- Work with the Content Director to develop and maintain web-products, such as contests, online events, podcasts, that promote traffic to the site
- Work with the General Manager and the Marketing Department to develop and maintain web-based funding and income-generating opportunities
- Find effective ways to generate and maintain our community of online users including customer service inquires and moderating comments
- Help produce, upload and prepare podcasts for distribution
- Produce a weekly newsletter for the web community
- Manage our presence on other social network such as, Facebook and Twitter and train staffers to use social networks to promote OurStation's activities
- Create and maintain web tools for the internal staff
- Assist with training and coaching volunteers as needed
- Attend broadcast and outreach events as needed
- Other duties as assigned

### EDUATION REQUIRED:

- Bachelor's degree or equivalent training and experience.

### SKILLS AND EXPERIENCE REQUIRED:

- At least one to two years experience working as an online manager or developing or maintaining a blog or website.
- Knowledge of social media sites is required.
- Experience working with all types of digital media content, including audio and video with the ability to do simple HTML programming and coding.
- Well-informed in a wide range of areas; including current events, arts, culture, film, history, science and public policy.
- Ability to manage multiple projects with tight deadlines.
- Strong verbal, writing and editing skills, with the ability to explain technical concepts to non-technical people.
- Ability to thrive in a team environment.

This position requires occasional evening and weekend availability to attend station events and outreach activities.

## Convergence Editor

(funded by Joan and Irwin Jacobs)

The Jacobs Convergence Editor will benefit OURSTATION in better understanding the editorial challenge faced by multimedia organizations: to coordinate an editorial agenda across multiple platforms and maximize public service. In the case of a non-profit like OURSTATION, it becomes even more imperative that resources are not wasted on duplicated efforts to cover news stories. The Jacobs Convergence Editor will benefit the Jacobs Fellowship by providing mentorship, guidance, and structure to the project. The Jacobs Convergence Editor will act as a manager for the Jacobs Lab, while simultaneously learning new editorial techniques that can be applied to OURSTATION as a whole.

### Editorial

- The JCE will work closely with our existing editorial staff (news senior editor, These Days senior producer, online managing editor, Envision senior producer) to be informed on what each project is working on and help define the editorial agenda.
- The JCE will integrate the Jacobs Fellows into OURSTATION's editorial mix by identifying opportunities for cross-platform content delivery.
- The JCE will assign activities to the Fellows based on existing projects and breaking news stories.
- The JCE will act as primary editor for Fellows' content.

### Managerial

- The JCE will be the lead trainer and mentor for the Jacobs Lab.
- The JCE will serve an administrative role that will include curriculum design, recruiting, hiring, etc.
- The JCE will harness the Fellows' cumulative knowledge by arranging training and informal learning sessions encounters where the station will benefit from lab activities.
- The JCE will also be able to process requests made by other departments whether for specific content or for resources.

### Qualifications

- The JCE will be a permanent, full time position in order for institutional history to accumulate and benefit new Fellows.
- Qualified candidates will have multimedia experience, but not necessarily masters on all platforms.
- At least 4 years of public media experience.
- Management experience a must, preferably in a senior editorial capacity.
- Bachelors degree required.

## Web Team Intern (Music Station)

Are you interested in Radio? Music Journalism? Website Production? Would you like an internship that helps you build real world, transferable skills, and your CD collection? Then join the OURSTATION Web Team this semester at OURSTATION.org.

Hours: This opportunity offers 15-30 hours per week of hands-on experience at one of America's Top 25 music websites.

### DUTIES:

Assist Web Producer in writing, editing and updating content on OurStation.org. Research artists performing on OurStation, and write artist profiles for publishing on OurStation.org. Respond to listener email. Post photos from OURSTATION events on [Flickr.com/photos/OurStation](http://Flickr.com/photos/OurStation). Other duties as assigned.

### REQUIRED QUALIFICATIONS:

- We need a reliable student who is familiar with the Internet,
- a good communicator, and
- knows how to prioritize and meet deadlines.

### PREFERRED QUALIFICATIONS:

- Familiarity with a broad range of music and ability to communicate musical concepts is valuable. Familiarity with Dreamweaver, HTML and Fireworks or Photoshop is preferred, but NOT required.
- A background in journalism, interest in research and writing (website, student newspapers, self-published weblogs) is a definite plus. A love of music and pop culture is essential. Candidate should also have basic computer skills (MS Word, MS Excel, email, web browsers).

## **Viral Web /Marketing Intern**

(15-20 hours per week)

### **DUTIES:**

OurStation is on the leading edge of online music content, with three 24/7 music streams, archived downloadable content, podcasts, blogs, RSS feeds and more. We're looking for a motivated, web-savvy intern to support our expanding online marketing initiatives. Interns will assist the Director of Marketing and Marketing Manager in mining compatible online media outlets, creating and disseminating compelling copy messages, and reporting results.

### **QUALIFICATIONS:**

Candidate must possess an expansive knowledge of the Internet and multimedia Web technology. Strong writing, communication and computer skills are required. This intern should also demonstrate ability to work independently and collaboratively with other departments. Obsession for music is a must!