

## Overview

The Director of Content Operations & Audience Development works across the properties of ABC Public Radio to define and enforce standards and practices for the publishing, promotion and distribution of digital content and the use of social media; serves as business owner of key content and product partnerships; manages editorial partnerships; and oversees the programming of the homepage of WXYZ.org and the other major gateways to our digital content.

The Director works in close collaboration with the WXYZ Newsroom and each of the individual properties within the WXYZ portfolio, but above all he or she serves as the organization's lead digital host and curator -- monitoring, selecting and packaging content in the ways that best meet our goals of telling compelling stories around the daily topics of interest to (those who live and work in the city); articulating a clear and differentiated editorial voice, diversifying our mix of editorial sources to include the full range of our own content along with aggregated and community-driven content, and driving audience engagement across our sites, apps and social media.

The position reports directly to WXYZ's Chief Content Officer and has dotted-line responsibility to the Chief Digital Officer.

The Director will manage a team that will include ABC Public Radio's Manager of Research & Analytics and Social Media Producer, as well as the Editor of WXYZ.org.

Job responsibilities include but are not limited to:

- Manages all programming of the site homepage, the key index pages on WXYZ.org, WXYZ's mobile properties, Facebook pages and Twitter feeds and other entry points - based on regular, ongoing analysis of audience behaviors across WXYZ.org as well as the editorial calendars across the WXYZ brands;
- Works with Senior Management and all of WXYZ's branded properties to define metrics for digital performance among multiple indicators, and works, to monitor progress against those goals, and to enforce standards that will help meet them.
- Partners with key content stakeholders to define the overarching editorial "voice" for the WXYZ digital experience, and implements that voice through story selection, headline-writing and promotional copy, use of graphics, and social media dispatches.
- Monitors and sets standards for effective social-media practices across all WXYZ properties;
- Directs across properties to organize the production and promotion of podcasts, videos, email newsletters and other distributed media;
- Serves as day-to-day operational contact between ABC Public Radio and third-party content distribution and optimization partners, including iTunes, YouTube, TuneIn, iHeartRadio, NPR, Social Flow and NewsBeat;
- Monitors and sets standards for SEO best practices across all properties.

## Qualifications

- 5-8 years' experience in creating and managing digital content to the highest standards.
- Demonstrated track record of growing audience, traffic and community on digital platforms.
- Referencable success leading projects from concept through execution.
- Must be a self-starter, highly organized, and able to work with enthusiasm and effectiveness at all levels of the organization.
- Experienced manager of financial, operational and creative elements of projects required.
- Hands-on technical expertise required.
- Superior writing and editing skills.
- Impeccable journalistic integrity and editorial judgment required.
- Familiarity with tools for measuring digital metrics, required.
- Strong web production skills with digital content management systems, required.
- Proven ability to build a cohesive, high-performing staff and work teams and to develop the skills and nurture growth of staff members.
- Bachelor's degree required.