

# Iowa Starting Line Digital Content Producer



## Digital Content Producer Position

Iowa Starting Line is adding to its staff this year, bringing on several positions to better cover Iowa news and politics, with a focus on building up a new, broader audience of Iowa readers.

We will be hiring a digital content producer to spearhead our efforts in expanding our social media reach through unique, engaging digital content on Iowa state and federal news. In the past, Starting Line's social media approach has all been geared to bringing in readership to our written stories on the website. We are now pivoting to a method of getting Iowa news in front of readers in whatever format they prefer most, meeting those people where they are online — whether that content be a 1,000-word explainer piece or a fun, 10-second video.

## Job Responsibilities

- Produce original news reporting pieces in video and graphics formats, intended for easy social media sharing.
- Work closely with the Starting Line team to purpose reporters' written stories into more concise digital content.
- Build up Starting Line's social media presence, including on platforms we haven't engaged much on before like TikTok and Instagram.
- Expand our social media accounts where we're already active and help boost website readership through them.
- Closely track and evaluate our digital content's performance and reach across social media platforms and strategize ways to improve it.
- Record video and take photographs at Iowa news events. Manage our overall photo library and help edit and format them for the website and social media.
- Write some occasional stories for the website if needed.

## Timeline/Location

Hiring for this position can be immediate. Some new positions will be on a rolling basis later this year.

Location will be Des Moines. Applicants do not need to currently reside in Iowa, and some initial work may be done remotely, but living in Iowa as soon as possible is the goal. Work at an in-person office will resume once the public health situation allows for it.

## **Requirements**

- At least three years experience of producing video and social media content for a news site or organization.
- Strong background and experience in graphic design and video editing.
- Proven background and experience in running social media accounts for a news site or organization.
- A portfolio of said work.
- Very strong understanding of reporting practices, ethics, grammar, style, sourcing, copy-editing, and accuracy in quoting.
- Flexibility to work some nights and weekends and travel in-state.
- Very strong ability to work independently and propose own stories.
- Strong prior understanding of Iowa politics is very helpful.
- Reliable transportation necessary.

## **Pay And Benefits**

\$45,000 - \$60,000/year, based on experience. Paid time off, health care benefits and flexible work planning.

## **About Iowa Starting Line**

Founded in 2015, Iowa Starting Line is the most-read independent online news outlet in the state. We cover Iowa politics from a progressive viewpoint, with a past focus on the Iowa Caucus (read more about our story [in our New York Times profile](#)).

Based out of Des Moines, we're a newsroom that expanded significantly in 2019. Since then, we have grown our focus from Iowa politics to include more local reporting, coverage of immigrant communities and in-depth policy topics.

## **Apply**

Please email your resume to Managing Editor Pat Rynard at [Pat@IowaStartingLine.com](mailto:Pat@IowaStartingLine.com)