



JOB DESCRIPTION

Job Title:	DIGITAL AUDIENCE PRODUCER		
Department:	PROGRAMS	Position Type:	PART-TIME STAFF
Reports to:	JENNIFER LARINO EXECUTIVE DIRECTOR	FLSA Classification	NON-EXEMPT HOURLY
Location:	GREENHOUSE WORKSPACE 4157 St Louis St. New Orleans, LA 70119	Created/ Revised by:	JENNIFER LARINO
Travel Required:	As needed throughout New Orleans	Date Created/ Revised:	10/2/2025
<i>This job description is designed to outline the primary duties, qualifications, and job scope for this particular position, but does not limit the employee or Lede New Orleans to only the work identified herein. It is our hope and expectation that employees will offer their services, experiences, ideas, and innovation as necessary to ensure the success of our endeavors.</i>			

Overview

Lede New Orleans is a community media hub transforming how journalism serves the people of our city. We do that by training emerging Black and Brown storytellers, amplifying stories that respond to local needs, and fostering trusted spaces for civic discussion. We envision a future where we've unlocked the potential of beaucoup creative minds and storytellers to eliminate information inequity and build stronger, civically engaged communities.

As **Digital Audience Producer**, you will help grow and engage our community across digital platforms. This early-career role is designed for someone with a passion for storytelling and digital media who is eager to learn and develop new skills. The Digital Audience Producer will manage workflow, produce and edit digital content, and maintain our audience platforms, including social media (Instagram, Facebook, X and TikTok), our monthly email newsletter, and digital publishing outlets such as Medium and YouTube.

A core priority of this position will be developing behind-the-scenes content and supporting the digital production and promotion of stories created through our Community Reporting Fellowship. The Digital Audience Producer will work closely with staff and fellows to set and manage an editorial calendar, capture behind-the-scenes photos and videos, and create original organizational content such as staff profiles, blog posts, and newsletter introductions. Launching and developing Lede's TikTok presence will be a central project, offering space for experimentation and creative approaches to reaching new audiences.



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This position is open to early-career candidates, including alumni of our Community Reporting Fellowship program who are dedicated to transforming how journalism serves the people of our city and bringing an equitable framework to media creation. While prior digital production experience is helpful, we are committed to providing training and support to ensure the right candidate can grow into the role.

As Digital Audience Producer, you:

- See the need to reimagine local media as a tool to strengthen and liberate communities.
- Are eager to work with a diverse group of storytellers to make journalism that is equitable and responsive to community needs.
- Leverage digital platforms to find new ways to connect with and cultivate community, both online and offline.
- Approach your craft with curiosity, openness, and a willingness to learn, experiment, and grow.

Essential Functions & Responsibilities

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

Digital Content Production & Editing (40%)

- Develop, produce, and edit content for Lede New Orleans' digital platforms, including Instagram, Facebook, X, TikTok, Medium, YouTube, and email newsletter.
- Capture and create behind-the-scenes photos, videos, and short-form content highlighting the work of our Community Reporting Fellows and organizational initiatives.
- Write and edit blog posts, newsletter introductions, and organizational features such as staff or fellow profiles.

Audience Engagement & Platform Management (25%)

- Maintain and manage organizational social media accounts and digital publishing platforms.
- Help stand up and grow Lede's TikTok presence, developing approaches for storytelling and experimentation on the platform.
- Monitor audience engagement, respond to messages or comments as appropriate, and track analytics to support growth.



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Editorial Calendar & Workflow Management (20%)

- Work with staff and fellows to create and maintain an editorial calendar for social media and newsletters.
- Coordinate timing and workflow of digital content production to ensure consistent publishing.
- Support fellows and staff in adapting stories for digital audiences.

Collaboration & Training (10%)

- Collaborate with fellows and alumni to highlight their work across digital platforms.
- Provide light coaching or guidance to fellows on digital production practices when needed.
- Participate in staff meetings and planning sessions to align digital strategy with organizational goals.

Other Duties as Assigned (5%)

- Support special projects, events, and campaigns as needed.
- Assist with on-site event coverage and documentation.

Competencies

- *Creativity & Storytelling* – Brings fresh ideas for digital content and experiments with different formats (video, photo, text) to engage audiences.
- *Collaboration & Teamwork* – Works well with staff, fellows, and community members; values feedback and contributes to a supportive team culture.
- *Cultural Awareness & Sensitivity* – Understands and respects the diverse experiences of New Orleans communities, and approaches storytelling with equity and care.
- *Adaptability & Learning Mindset* – Open to feedback, willing to learn new skills, and able to adjust to shifting priorities or new platforms.
- *Organization & Reliability* – Manages multiple tasks, follows through on commitments, and helps keep digital projects on track.
- *Communication* – Strong written and verbal skills; able to communicate ideas clearly across platforms and with different audiences.

Education, Experience & Qualifications

Required:

- Demonstrated interest in digital media, journalism, communications, or related fields.



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- Basic experience with one or more digital platforms (e.g., Instagram, TikTok, YouTube, Medium, or email newsletters).
- Strong writing and editing skills with attention to detail.
- Ability to manage multiple projects and meet deadlines.
- Willingness to learn new tools and workflows, and comfort asking questions when guidance is needed.
- Ability to work collaboratively with staff, fellows, and community members.
- Knowledge of journalism ethics and/or community-centered approaches to media.

Preferred:

- Alumni of the Lede New Orleans Community Reporting Fellowship or similar community-based media programs.
- Experience producing or editing multimedia content (e.g., short-form video, photos, graphics, blog posts).
- Familiarity with social media management tools and digital publishing platforms (e.g., Meta Business Suite, scheduling software, SEO and analytics dashboards).
- Understanding of audience engagement strategies, particularly for youth or community-based storytelling.

Education:

- No specific degree required. Candidates with equivalent professional experience and demonstrated skills are encouraged to apply.

Commitments

- Maintain a friendly, respectful, professional and courteous attitude with all people, including all Lede New Orleans employees, board members, community and philanthropic partners, funders, and vendors.
- Model compassion and a human-centered approach by maintaining positive relationships with all Lede New Orleans stakeholders.
- Contribute as a positive and effective team member; work effectively with other team members to accomplish Lede New Orleans' goals.
- Be prompt and available for flexible scheduling; be honest and fair in all business dealings.



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Physical & Mental Demands

- Specific vision abilities required by this job include the ability to observe details at close range (within a few feet of the observer).
- Read, analyze, and interpret data (emails, memos, letters, etc.).
- Must be able to remain in a stationary position (e.g., working at a computer) for extended periods of time, with regular opportunities to move and stretch.
- Occasional lifting and moving of equipment (e.g., cameras, tripods, lighting, event materials) up to 25 pounds may be required.
- Ability to attend and document events in various settings, which may include indoor and outdoor environments, standing for extended periods, and navigating uneven terrain.
- Mental demands include the ability to manage multiple tasks and deadlines, shift between creative and administrative work, and exercise sound judgment in handling sensitive or confidential information.
- Must be able to communicate clearly and effectively with staff, fellows, and community members, both in person and digitally.
- Requires focus and adaptability to balance independent work with collaborative projects in a dynamic environment.

Work Environment

- Duties are performed both remotely and in an office environment, and may require traveling to other facilities or events using employee's personal transportation.
- This role routinely uses standard office equipment such as laptop computers and various digital devices.
- This is a part-time position expected to work approximately 20 hours per week. Work hours typically occur during the operating hours of 9 a.m. to 5 p.m. CT Monday through Friday, on a schedule to be determined between the employee and their supervisor. Evening and weekend work may be required as fellowship programming and job duties demand.

Work Authorization

- Applicants must be currently authorized to work in the United States for any employer.



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Disclaimer:

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.
- This job description shall not constitute or be construed as a promise of employment or as a contract between Lede New Orleans and any of its employees.

Lede New Orleans is an Equal Opportunity Employer

At Lede New Orleans, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, disability, sexual orientation, gender identity and/or expression, marital status, veteran service, genetic information, family or parental status, or any other status in accordance with applicable federal, state and local laws. Lede New Orleans expressly prohibits any form of unlawful employee harassment based on any of the characteristics listed here. Improper interference with the ability of Lede New Orleans employees to perform their expected job duties is absolutely not tolerated. Lede New Orleans complies with applicable state and local laws governing non-discrimination in employment in every location in which Lede New Orleans has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

SIGNATURES

This job description has been approved by:

Manager Name & Title: _____

HR Name & Title: _____

Employee signature below indicates the employee's understanding of the requirements, essential functions, and duties of the position.



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Employee Name: _____

Signature: _____

Date: _____