Job Title:	Strategic Impact Analyst
Organization:	Twin Cities PBS
Location:	St. Paul, MN
Stipend:	$67,500 with health insurance for the fellow
Start Date:	September 1, 2017

ORGANIZATION DESCRIPTION

Founded in 1957, Twin Cities PBS (TPT) is one of the most innovative public media organizations in the country. TPT's mission is to *enrich lives and strengthen our community through the power of media.* TPT partners with dozens of nonprofit and public sector organizations every year to produce media that raises awareness about issues facing the state; leads the industry in using media to drive gender-equitable STEM teaching and learning; produces acclaimed national documentaries (*Hoop Dreams*; *The Forgetting: A Portrait of Alzheimer's*); and is the national leader in using public media to help Americans navigate aging. To learn more, please visit our website: www.tpt.org.

POSITION DESCRIPTION

TPT has recently completed a strategic planning process that will help us better meet the needs of the community. During the planning process, a strategic impact analyst position was identified as a critical need for the organization—impact analysis is a growing field for nonprofits, and is a particular concern for public media.

The Strategic Impact Analyst will help TPT better tell the story of its work to the public. Specifically, this person will play a critical role in the execution of the new strategic plan by helping TPT better understand how the public engages with and uses our broadcast and online content, and proposing new ways to increase its effectiveness. To do this, s/he will review the literature on impact analysis, develop research methodologies, create appropriate assessment tools, gather data, analyze results, and propose recommendations that will directly affect TPT's decision-making regarding content across multiple platforms, and the way this content is delivered to the public. S/he will also work at developing specific strategies to grow audiences, engagement, and impact across platforms. The ultimate goals for the impact analyst are that s/he will help build an organizational culture of basing our work on reasoned analysis, and using thoughtful, effective measurement practices.

This role requires a future-minded individual who has a deep knowledge of research and experience with qualitative analysis methodologies. Strong communication skills are paramount, since a key element of this position is in listening to and gathering information from community stakeholders, and relaying succinctly and effectively back to TPT what s/he has learned through narrative reports and presentations. The analyst will have ample opportunities to learn quantitative assessment tools and integrate them into his/her work.

In an increasingly crowded marketplace of ideas and media, public media organizations like TPT can, and must, confirm our value by demonstrating the consequence of our work, and how it makes a meaningful difference in people's lives. The Strategic Impact Analyst will help us fulfill this mission.

The Strategic Impact Analyst will:

- Conduct literature reviews on impact analysis to establish best practices, and develop research methodologies to evaluate TPT's programming.
- Provide qualitative assessments of TPT programming.
- Integrate research, data, and analysis across platforms, working with the TPT leadership team, departments, and other sources to provide analysis and insight on how audiences engage with online content, as well as television programming and other platforms.
- Take an active role in project development to deliver actionable recommendations for growing audiences, deepening user engagement, and assessing/maximizing impact.
- Effectively communicate insights; make and defend meaningful conclusions and recommendations.
- Create effective and persuasive presentations for project teams and community leaders.
- Foster effective communications networks with internal and external partners and stakeholders to facilitate sharing of information and recommendations.
- Serve as a key leader for audience analytics and insights for TPT, developing strategies to grow audiences, engagement, and impact.
- Become an internal expert in cross-platform viewing measurement, keeping abreast of developments within the measurement industry, and implementing next generation measurement at TPT as available.
- Promote the advancement of an analysis-driven culture across the organization.

QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Proven ability to plan, manage, and implement projects;
- Knowledge and skill in using and applying diverse research and assessment methodologies and strategies in creative ways across multiple contexts;
- Capacity and desire to bridge academic and non-academic conversations about impact assessment;
- Strong communication skills with ability to communicate technical outcomes in simple-to-understand terms;
- Strong capacity to determine and use metrics, data, and effective reporting;
- Strong ability and desire to work collaboratively; and
- Strong interest in public media and media-driven education and storytelling.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program: www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: March 22, 2017, 8 p.m. Eastern Daylight Time