| | |
|---|---|
| **Job Title:** | Senior Research Analyst, Engagement & Inclusion |
| **Organization:** | American Public Media Group |
| **Location:** | St. Paul, MN |
| **Stipend:** | $65,000 with health insurance for fellow |
| **Start Date:** | August 1, 2016 |

## ORGANIZATION DESCRIPTION

American Public Media (APM) is the largest station-based public radio organization in the United States, combining multi-regional station operations, national content creation, and distribution in one organization. With a portfolio that includes A Prairie Home Companion®, BBC World Service, Marketplace®, and the leading classical music programming in the nation, APM is one of the largest producers of public radio programming in the world. More than 900 stations carry American Public Media's 20-plus national programs. Its multi-regional station operations include 52 public radio stations and 43 translators in the Upper Midwest and California.

## POSITION DESCRIPTION

The Network Journalism and Inclusion team's mission is to create more relevant, inclusive, and impactful journalism and to promote diverse voices in media. The research analyst works with the Director of Network Journalism & Inclusion and the newsroom to create and execute measurement strategies for diversifying voices in our news and programming. This work includes growing, diversifying, and utilizing the Public Insight Network (PIN), a network of people who have agreed to share their insights and expertise with news organizations around the country. Through employee interviews and content data analysis, the senior research analyst will determine an approach to measure and track the racial, gender, age, and political persuasion of news sources throughout both broadcast and digital MPR News content. S/he is responsible for generating a source demographic baseline, conducting follow-up measurement, writing formal reports, training employees to use the mechanism, and working with other departments in APM to communicate this information internally and externally.

This research and the accompanying tracking mechanism will help editors, producers, hosts, and journalists at MPR News and other newsrooms in the PIN Network to be indispensable resources for all their audiences and to provide an essential public service for all their communities. By the end of the fellowship, the successful candidate will have developed expertise in researching and executing community engagement and outreach strategies; analyzing source demographic data; creating tactics, metrics, and motivations for measurement of this data; and understanding the role of diversity and inclusion in an organization's success – skills that are increasingly valuable in for-profit, non-profit, and government organizations.

The Senior Research Analyst will:

- Analyze a variety source demographic data from MPR News' content to establish a baseline of knowledge;
- Create and implement strategies and mechanisms to track source demographics;
- Develop strategies and tactics to grow and diversify the PIN source network;
- Work with the newsroom to develop a tracking mechanism that can be utilized across the team;
- Assist APM leaders in creating and communicating how diverse source engagement and representation in content advances the organization's business strategies and goals;
- Synthesize information into clearly articulated oral and/or written presentations and recommendations;
- Assist director in managing cross-divisional relationships, communications, and projects within APM as they relate to source data collection and usage; and
- Perform other duties as assigned.

**REQUIRED AND PREFERRED QUALIFICATIONS:**

- PhD in the humanities or humanistic social sciences;
- Interest and experience in quantitative and qualitative research methods, including data analysis and metrics evaluation;
- Ability to synthesize complex research and data into coherent and compelling narratives for non-technical/non-academic stakeholders;
- Ability to work collaboratively and effectively with colleagues in multiple departments/divisions;
- Passion for inclusion, listening, engaging diverse communities, and news;
- Strong analytical skills with the ability to logic-check and see patterns and stories in information and data;
- Multicultural experience and cross-cultural competency;
- Skill in planning, development, and fulfillment of multi-faceted, multi-stakeholder projects;
- Strong attention to detail, accuracy, and thoroughness; and
- Ability to learn new applications as required.

**APPLICATIONS**

- Information on the 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 24, 2016, 8 pm Eastern Daylight Time