



PUBLIC FELLOWS PROGRAM

Job Title:	Research Analyst
Organization:	The Texas Tribune
Location:	Austin, TX
Stipend:	\$65,000 with health insurance for fellow
Start Date:	August 1, 2016

ORGANIZATION DESCRIPTION

The Texas Tribune (www.texastribune.org) was founded in 2009 as a non-profit, non-partisan, all-digital news source to educate readers about Texas politics and policy. Recognized for its reporting and sustainable business model, the *Tribune* augments its news coverage with a robust series of live events held across the state of Texas. The *Tribune's* reach extends across the nation as well, thanks in part to its partnership with *The Washington Post*. The two organizations share reporting resources and regularly cross-publish coverage of Texas's congressional delegation and presidential candidates.

The *Tribune's* current news platform includes two websites (one factual and one opinion), in-depth investigative reporting projects, data apps, newsletters, events, and a yearly festival that attracts national political figures and around 3,000 attendees.

POSITION DESCRIPTION

The Texas Tribune seeks a recent humanities PhD to work with the Chief Innovation Officer and the digital team to lead the organization's analytics strategy.

The *Tribune* operates at the intersection of two movements: the disruption of the traditional news industry and the use of technology to boost civic engagement. By helping make sense of data and news consumption habits, the analyst will help the *Tribune* fortify its position in the online news space, as well as help it prepare for future challenges. S/he will also lead the *Trib's* thinking on how we apply our resources to increase our reach and impact.

Working with available data, the analyst will provide reflective, deliberate thinking on how quantitative measurement can complement our journalistic and business goals, and distill evidence-based insights into thoughtful newsroom strategies. The analyst will create tactical plans for collecting, communicating, and displaying metrics in various departments, as well as working with individual teams (including technology, marketing, business development, and editorial) to find the best internal processes for generating and using data. A goal of the position is to help the *Tribune* identify measurements and develop strategies that further its mission and maximize its reach and impact.

The analyst will have the opportunity to work at a company that values collaboration, culture, high-quality journalism, and media technology, as well as learn about one of the most successful non-profit news revenue models in the nation. Upon completing the fellowship, the fellow will be well-positioned to pursue a career in a wide range of digital media fields, and any digital job position that lists "analytics" as one of its roles.

This position is *only* available through the ACLS Public Fellows program.
You may *not* contact the host institution to inquire about this position.

Note: We will provide training on all relevant tools that we use, such as Google Analytics and Chartbeat. What we are looking for is someone who can take the numbers we have and make them meaningful.

Responsibilities include:

- Researching available tools for tracking metrics that serve departmental goals;
- Synthesizing and disseminating the findings of multiple departments;
- Identifying areas we should be tracking and are not;
- Creating and suggesting best practices throughout the organization, to better understand how we build news;
- Interpreting site usage data and offering redesign goals;
- Assessing the performance of different types of stories (multimedia versus traditional, for example) and types of content (video, interactive, etc.);
- Preparing, reviewing, and presenting a variety of reports for internal use;
- Training employees to better understand data and stage experiments that can be tested with data; and
- Integrating research and data from partner organizations, such as USC's Annenberg School, into actionable strategies, as well as facilitating their execution.

REQUIRED AND PREFERRED QUALIFICATIONS:

Required:

- PhD in the humanities or humanistic social sciences;
- An ability to tell meaningful stories from data;
- The ability to present research to a wide variety of audiences;
- Excellent research and data organizational skills including analysis, synthesis, and application;
- Excellent collaborative and interpersonal skills; and
- An ability to communicate, articulate, and defend research priorities, findings, and chosen methodologies.

Preferred:

- A passion for applying research to real-world questions;
- Experience working with multiple sets of data (in any context);
- Knowledge of how to ask the right questions, rather than focusing on any given data set; and
- A strong interest in the *Tribune's* mission of educating and engaging readers.

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

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