



Position Profile

Vice President, Content, NJ Advance Media

New Jersey's largest news organization, powering NJ.com, The Star-Ledger

and affiliated sites and newspapers:

LehighValleylive.com; Hunterdon County Democrat; Ledger Local; Ledger Somerset Observer; The Express-Times; The Times of Trenton; South Jersey Times; Suburban News; Sunday Democrat; Warren Reporter

At Advance Local we're committed to journalism that strengthens and empowers the communities we serve.

And we're seeking a visionary editor who's ready to lead our largest market.

NJ Advance Media is seeking a high-energy digital newsroom leader who's driven to envision and guide the future of our award-winning 150+ person local news operation. And the time is now!

We're investing in our news budgets and people, and experimenting with storytelling approaches and customer revenue models across platforms and devices. Our canvas is broad. We're the #1 news operation in New Jersey, and **#1 Local News Site nationwide** (22.5 million uniques, Comscore, Feb '21). We're regularly recognized for the quality of our reporting: In fact, The Star-Ledger has won the General Excellence Award from the NJ Press Association in 8 of the last 11 years! And as a division of privately held Advance Publishing, we're well-positioned financially.

In New Jersey we're part of the greater NY/Philadelphia metropolitan media market, but we stand our own ground. We're home to an ethnically and religiously diverse population, and stats show we're one of the most densely populated states in the country. Our communities are urban, suburban, and rural; ranging from affluent to underserved. Our politics can be pugnacious – in the Trenton statehouse or on the national stage – and our sports fans are passionate. Our economy supports established industry and 21st-century innovators, while remaining one of the nation's largest agricultural producers. We're a complex region with pressing issues to confront and we're fearless. **Our next Editor will enthusiastically embrace the diversity of our population and our challenges in deciding what we report on and how we engage with and expand our audiences.**

ORGANIZATIONAL STRUCTURE

The VP, Content reports to Steve Alessi, President, NJ Advance Media. This individual will lead and manage a talented newsroom team of more than 150 editors, reporters, data and visual

journalists, social media and audience professionals that produce the news and information for our digital and print products (4 dailies and 8 weeklies) throughout New Jersey and Easton, PA.

KEY RESPONSIBILITIES FOR VP, CONTENT

Assume both strategic and day-to-day editorial leadership for NJ Advance Media

-- Set and communicate the strategic direction for a comprehensive, best-practices digital newsroom operation that delivers a mix of hard-hitting news and public service journalism alongside coverage of social, cultural, sports, and lifestyle issues relevant to local communities.

- Champion journalism initiatives that inform and connect New Jerseyans locally, statewide, and across areas of interest. Help drive civic dialogue around topics that excite our readers.
- Orchestrate and support innovation across platforms. We're open to fresh ideas for editorial products and services that keep current readers engaged – and to initiatives that will make us relevant to younger and ethnically and racially diverse audiences who don't read us regularly.
- Advocate the best use of digital, data, visual, audio, and social media to tell stories, engage readers, and distribute and showcase our content.
- Nurture media and community partnerships that make NJ.com, The Star-Ledger and affiliated products more relevant to diverse readers across the state.
- Provide thoughtful oversight to coverage of sensitive political and social issues.
- Provide staff resources to support digital consumer revenue initiatives that help make the newsroom financially self-sustainable. These may include digital subscriptions, affiliate deals including sports betting, commerce writing, programmatic advertising, and other programs.
- Play an active external role as the editorial spokesperson for NJ Advance Media and an advocate for its purpose, values, and local mission.
- Collaborate with peer editors within Advance, and on cross-company editorial initiatives

-- Provide day-to-day operational oversight to newsroom activity and personnel

- Plan and manage daily news operations. Provide visible leadership to team of 150+ editors, reporters, video journalists, and audience and social specialists in multiple offices.
- Advocate for regional and company-wide diversity initiatives to build and develop a more inclusive newsroom culture that reflects the demographics of the communities we serve.
- Create and manage a culture of excellence that attracts, motivates, and retains top talent.
- Continually evaluate talent and structure to ensure we're positioned to do our best work.
- Keep up to date with industry journalism practices, media technologies, and content models.
- Bring a thoughtful approach to the analysis of user engagement metrics and analytics tools to help understand reader behaviors and inform priorities.
- Set and communicate a consistent editorial vision to editors and staffers.
- Oversee recruiting and staffing; budget allocations; legal and administrative decisions.

IDEAL EXPERIENCE PROFILE

The VP, Content will be a champion for the mission of local journalism, with a track record of visionary newsroom leadership in one or more local or metro markets. Desired attributes:

- Experience leading a digital-first newsroom that produces and distributes deeply reported local news for multiple channels including web, mobile, social, and print.
- Positive, inclusive leadership and management skills. A ‘lead by example’ style.
- A track record in seeking out, recruiting, and promoting minority reporters and editors, and those who offer diverse voices and perspectives.
- A drive to produce local journalism that matters - and that gets noticed at the national level.
- A record of innovation: success in testing new products to reach and interact with audiences.
- An intellectual and practical interest in the issues facing New Jerseyans and the greater New York metropolitan area.
- Knowledge of First Amendment legal issues and how they apply to the strategic and day-to-day policies and practices of a top-tier newsroom.
- The temperament and objectivity required to manage a media enterprise that includes divergent audience opinions at a time of deep polarization in our civic life.
- The judgement and instincts required for sound decision-making under pressure. The ability to ‘take the heat’ when editorial decisions are challenged.
- Excellent speaking skills and presence; confident in the role of chief editorial spokesperson.
- Unassailable personal and professional ethics and judgement.
- Visibility and participation within the broader journalism industry is expected.

More about NJ Advance Media: Our focus is on developing a real-time approach to reporting news, sports and entertainment content for consumption across all platforms and devices throughout New Jersey and Easton, PA. On nj.com and lehighvalleylive.com, we ensure the communities we serve have 24/7 access to the news and information that’s most relevant locally, regionally and beyond. Our quality journalism and in-depth coverage is provided locally in The Star-Ledger, The Hunterdon County Democrat, The Suburban News, The Times of Trenton, South Jersey Times and The Express-Times. **NJ Advance Media is part of privately-held Advance Local Media**, one of the largest media groups in the United States. It operates the leading news and information companies in more than 20 cities, reaching 58+ million people monthly. For additional information, see www.advancelocal.com and <https://www.njadvancemedia.com/>

Please contact our executive recruiting partner for details:

Cara Erickson | President, NewCoordinates, LLC

Email: Cara@NewCoordinates.com; Office 212 850-0989; www.newcoordinates.com

NJ Advance Media will provide competitive compensation and a comprehensive benefits package, including relocation assistance, to attract an exceptional candidate for this executive role. NJ Advance Media and Advance Local are committed to equal opportunity employment and to recruiting and supporting a diverse and inclusive workforce.

Finalist candidates will be subject to a thorough referencing process before an offer is extended. (1/22)