



## **The Daily Yonder is seeking a Digital Editor to join its growing team of rural storytellers and media professionals.**

Here's the deal.

### **Who We Are**

[The Daily Yonder](#) is a digital media organization dedicated to telling the stories of rural communities and small towns across America (and beyond).

Our team produces news reporting, features, analysis, commentary, and more. We provide an online platform for authentic, grounded depictions of rural life. Daily Yonder stories go beyond tropes, clichés, and the view from afar. They showcase an asset-based vision of rural, defined by diversity, resilience, creativity, and community spirit.

### **What We Need**

Someone who will help our stories land with maximum impact on digital platforms, resonating with new readers, viewers, allies, and supporters.

An author (and editor) of awesome email newsletters. A steward of dynamic social media spaces. A curator of compelling community-generated and contributor-submitted content. And one more reporter and storyteller to join our newsroom ranks.

### **Who You Might Be**

An enterprising journalist or communications professional, with a few years of experience under your belt or just getting your start. A skilled writer and storyteller, with a savvy for digital media. A rural resident holding down their holler or prairie, a “small-town kid” with rural roots, or an ally with a passion or curiosity for rural (personal or professional).

### **How to Apply**

Email a résumé and a writing sample to [adam@dailyyonder.com](mailto:adam@dailyyonder.com).

### **What Else You Might Like to Know**

Our staff (and contractors) are located in numerous places across the country. Today and in the pre-Covid era we have relied on a remote workforce. We are committed to building an inclusive team that reflects and champions the full diversity of rural communities and our nation at large.

The hiring organization is our publisher, the [Center for Rural Strategies](#), a national nonprofit that uses communications and media to improve conditions in the countryside. In addition to publishing the Daily Yonder, Rural Strategies also serves as coordinator of the [Rural Assembly](#), a nationwide coalition of rural problem-solvers, policymakers, and change-agents.

*For all the details, please see the full position description below.*

**JOB DESCRIPTION: DIGITAL EDITOR / AUDIENCE ENGAGEMENT EDITOR**

**Center for Rural Strategies / The Daily Yonder**

[www.ruralstrategies.org](http://www.ruralstrategies.org) / [www.dailyyonder.com](http://www.dailyyonder.com)

The Center for Rural Strategies is seeking a Digital Editor/Audience Engagement Editor for the Daily Yonder, its nonprofit media venture that provides news, features, and analysis about and for rural communities across America (and beyond). This full-time position is for an initial term of 12 months, with the possibility of renewal for subsequent years.

**Job Description**

The Digital Editor/Audience Engagement Editor will create, edit, and curate compelling content and digital media products for rural audiences around the world. They will help elevate stories that reflect diverse rural landscapes and people and build a dedicated audience community through this content. Responsibilities include, but are not limited to, the following:

- Crafting awesome email newsletters (and affiliated SMS-based products) to regularly communicate with rural audiences.
- Maintaining vibrant social media presences and developing posts and campaigns that engage users and facilitate conversation.
- Writing pieces for publication on the web, including news reporting, features, analysis, commentary, and more.
- Posting content to the web and other platforms using content management systems such as WordPress.
- Assisting with production of graphics, illustrations, charts, maps, and other multimedia items, including occasional video and audio products where possible.
- Curating and editing content from a variety of sources, including freelance contributors, partner organizations, independent creators, and audience members.
- Encouraging contributions from rural people and partner organizations across the country, helping to generate high quality user- and community-generated content.
- Analyzing audience trends and developing strategies to expand audience reach and increase user engagement.
- Supporting the other work of Center for Rural Strategies staff as needed.

**Job Requirements**

- Excellent written and oral communication skills.
- Ability to create digital content in various formats and publish it across media platforms and communication channels – including email and social media.
- General digital fluency and proficiency, with comfort using various applications to write, edit, produce and share text, graphics, video, audio, data and other types of information.
- Knowledge of, or commitment to learn about, diverse rural people, places, and policies.
- Commitment to continued professional development and learning.

## **Qualifications**

- At least two years of professional experience in communications, journalism, media, research, or a related field (preferred). Entry-level professionals may rely on internships, volunteer positions, or other experience to address this requirement.
- Demonstrated ability to communicate complex information in a manner that is accurate, accessible and appealing to general audiences.
- Ability to thrive in a dynamic work environment that requires both collaboration and individual initiative.
- College degree in journalism, communications, media, marketing, or related field (preferred).

## **Location**

The Center for Rural Strategies has staff and offices located in Whitesburg, Kentucky, Knoxville, Tennessee, Athens, Tennessee, and Minneapolis/Saint Paul, Minnesota. Working from a remote location is permitted and managed on a case-by-case basis. Under normal conditions, the job requires some regional and national travel. Additional travel will be necessary if the Digital Editor/Audience Engagement Editor works from a remote location.

## **Compensation**

- Competitive non-profit salary.
- Health insurance reimbursement account.
- 401K plan with employer contribution.
- Flexible work environment and room to grow.

## **Organizational Background**

The Center for Rural Strategies is a nonprofit, nonpartisan 501(c)3 organization founded in 2001. Its work is national and focuses on supporting prosperous rural communities and better rural policy. Rural communities are diverse and complex, not homogenous. We seek to reflect this diversity in our programs, partnerships, and staffing. We work through strategic communications, coalition building, public information campaigns, journalism, and strategic partnerships to advance the vision of a stronger, greener, more inclusive rural America.

## **Organizational Structure and Values**

- Rural Strategies values inclusion and encourages candidates from diverse backgrounds to apply.
- Rural Strategies maintains a small core staff and works collaboratively with a wide range of partner organizations, independent contractors, and other allies to accomplish its mission.
- Rural Strategies uses a collaborative style of program and staff management. Our staff works closely with each other and with outside entities. The ability to maintain good professional relationships and to represent the organization appropriately in a variety of settings are attributes we value in all staff.

*The Center for Rural Strategies does not discriminate based on race, religion, sex, sexual orientation, gender identity, national or ethnic origin, age, disability or veteran status.*