

**Position Title:** VP, Product Development and Technology  
Bay Area News Project  
**Reports to:** CEO, Bay Area News Project  
**Direct Reports:** TBD

**About the Bay Area News Project (TNP):**

The Bay Area News Project is a non-profit, nonpartisan publicly-supported news organization. Our mission is to provide best-in-class, original coverage of Bay Area civic and community news through a sustainable and innovative non-profit model. With support from the Hellman Family Foundation, collaborations with the UC Berkeley Graduate School of Journalism, KQED and others, and potentially a distribution arrangement with a national print organization, we are creating a model for what high-quality public service journalism will be in the future. For more information, please visit our website, [www.bayareanewsproject.org](http://www.bayareanewsproject.org).

**Position Summary:**

The VP of Product Development and Technology (VP) will play a critical role in creating a leading online and mobile news presence for the Bay Area that is constantly incubating new ideas. The VP will build and lead a team of designers and developers and work with editorial, business teams and partners to pioneer new journalism tools, methods for people to interact with TNP and business innovations.

Working closely with top management, the VP will identify, develop and integrate best-of-breed media technologies, and fostering innovation and experimentation in a rapidly growing news organization.

**Responsibilities include:**

1. Work closely with TNP editorial and business personnel to create platforms and technology innovations for a suite of news products; identify, develop and implement new types of journalism tools; and support innovative, revenue-generating products and businesses.
2. Strong ideation skills - ability to generate ideas, refine ideas, and rapidly turn them into real products that will resonate with consumers, partners, sponsors and advertisers.
3. Ensure that technology solutions are built with consistency, flexibility, scalability and reliability.
4. Set, communicate (in written form) and enforce standards for all TNP IT development activity, including standards for programming languages, development of technical specifications, testing protocols, acceptance criteria, and documentation requirements
5. Share new technology developments with the broader TNP organization with the goal of increasing the team's understanding of both (a) the latest technology and

consumer behavior trends in journalism, advertising and media, as well as (b) these trends' impact on journalism.

## **Credentials**

BA/BS Degree required

## **Knowledge/Experience Required:**

1. Minimum 8 years technology, product development, operational, project management experience in digital media operations and businesses including familiarity with interactive design, UI, information architecture, open source and rapid web development frameworks and systems
2. Experience with hosted systems and cloud computing (e.g, EC2, S3)
3. Current knowledge of critical media technologies such as content management systems, customer relationship management systems, web performance optimization, advertising and e-commerce platforms, analytics, digital search, SEO, social media applications, metatagging, databases and data-mining, geotagging, mobile applications and mobile platforms
4. Strong strategic and solutions-oriented analysis skills. Inquisitive, energetic, self-motivated with passion for the intersection of technology/media/consumer products and journalism. Able to hold both a micro and macro view of project plans, technology solutions, technology components of business plans.
5. Demonstrated ability to integrate multiple applications especially as it relates to content management systems, content distribution networks and commerce systems and to direct successful team efforts and outsourced development efforts, within allocated resources and in accordance with established time frames

## **Knowledge/Experience Desired:**

1. Technology startup experience is a plus
2. Familiarity with news/journalism a plus
3. Open source experience is a plus

Interested parties should send a short introductory email with resume to:  
[jobs@bayareanewsproject.org](mailto:jobs@bayareanewsproject.org).