



## Producer, Mental Health

### About YR Media:

Headquartered in Oakland, CA, YR Media is a one-of-a-kind, youth-driven production company which, through a variety of outlets including our own platform, reaches audiences in the tens of millions. YR Media is the winner of multiple journalism honors including the Peabody, Columbia-Dupont, Kennedy, Murrow, and White House Awards.

We are at a pivotal point in the organization's life as we enter into an exciting phase of growth and expansion as a national network. As we grow, we seek exceptional talent with an entrepreneurial spirit, who can lead us to the future of YR Media.

At YR Media we hire smart, passionate people who connect with our values and seek a collaborative environment where employees can do their best work. We seek people who are hard working, creative, fun and driven to go above and beyond to take our organization to the next level. We hire people who believe in the talent and potential of every young person and consider it a great opportunity to collaborate with them to create something new and important.

### About the Position:

YR Producer, Mental Health will lead YR's mental health coverage by creating memorable, shareable stories across a variety of digital formats that engage, inspire, inform, and move YR audiences. We seek candidates who are equally energized by a same-day deadline pegged to breaking news as they are by the chance to program a steady flow of stand-out mental health coverage over time. We're looking for someone with a proven track record for reporting on health, medical and science topics in nuanced ways, and for driving conversation that matters for young people (ages 18-28) who are socially engaged, civically curious, and creating cultures of their own. This Producer should love experimenting with new formats across platforms and know how to stoke and track community engagement. The Producer will develop their own original content (heavily visual--video, photo, etc.) and co-create with young reporters, opinion writers, and artists who have unforgettable stories to tell about mental health in their own lives, communities, and the nation.

### Position Responsibilities:

- Create a steady flow of digital- and social-first content related to mental health across multiple formats including video, photo, illustration, audio and interactive
- Constantly watch the web and social--as well as research and policy--for trending stories related to mental health and quickly find the fresh angle YR can bring to drive the conversation forward
- Develop signature products and stories related to youth mental health that de-stigmatize challenges, dispel stereotypes, and give young people agency
- Follow stories from concept and pitch all the way through to final fact-checking, publishing via a wordpress back-end, and spreading via social and other mechanisms that build towards impact
- Source and co-create content with teen and young adult contributors from across YR's National Network and those connected to our Oakland-based News and Arts teams

### Knowledge, Skills and Qualifications

- Minimum three years' relevant experience in journalism (preferred) or media production
- Bachelor's degree (or equivalent), preferably in broadcast, multimedia, or print journalism; communications; or marketing
- Track record of training (through formal education and/or on-the-job) and body of media work that reflects advanced knowledge of mental health
- Creative mind with the discipline and organizational skills to execute on vision
- Excellent editing skills, including copy editing/writing and fact-checking
- Solid organizational skills
- Edit and post-production expertise with Final Cut Pro X, Adobe Premiere, Motion, Adobe After Effects
- The ability to create visual stories that are compelling, inspiring, and have journalistic integrity
- Graphic design/creative experience or skills

### **EEO Statement**

We are committed to the principles of equal opportunity and diversity and to attracting and supporting a staff and board who represent the rich diversity of the communities we serve. We do not discriminate on the basis of race, religious creed, color, national origin, ancestry, gender, sexual orientation, age, marital status, veteran status, or mental or physical disability.

### **To Apply:**

Please send resume, cover letter and work sample to [hr@yrmedia.org](mailto:hr@yrmedia.org). No calls please.