

Eden Prairie Local News (EPLN) eplocalnews.org

Job Description for Publisher/CEO

EPLN: Growing Revenue, Audience, and Operations

Since going online in September 2020, EPLN has published over 4000 hyperlocal stories and two printed voter guides. Our founders created a non-profit, digital-first newsroom that covers local businesses, city government, schools, non-profits, and our neighbors. EPLN is part of a growing movement to deliver online, non-partisan, local news to residents and businesses.

In 2025-2026, EPLN will take the next step towards sustainability as we expand our audience to carry out our mission, grow revenue from the estimated \$269,000 we generated for the fiscal year that ended June 30th, and continue scaling our profitable operations. The full-time Publisher/CEO who leads this effort will have passion for local journalism, leadership experience, a revenue generation track record, and a strong perspective on equitable organization

design and leadership, nurturing the volunteer energy which has driven EPLN's success to date while adding more department heads over time to boost EPLN's operational resilience.



Source: Local Online News Publishers (LION)

The role

- Function as the first paid publisher, generating revenue from donations, grants and building out a strong advertising strategy to create sustainable financial resources. Set objectives with measurable outcomes. Support EPLN's talented journalists to deliver trustworthy reporting and compelling stories while respecting editorial independence. The Publisher/CEO does not have the final say on editorial coverage.
- Develop and improve scalable administrative functions for an independent, fast-growing organization, delegating as appropriate to the editor-in-chief (1 FTE) and managing editor (3/4); human resources and social media contractors; and volunteer outreach team, treasurer, and chief technologist. Hire talent as cash flow permits in

audience development and product management, donor and grants development, sales, marketing, etc. Reporters (1.5 FTE) and freelancers fill out the organization.

- Adapt AI best practices and policies to improve productivity and decision support while following strict ethical guidelines to build trust with readers and stakeholders.
- Network for ideas, best practices, and funding opportunities through participation in journalism services organizations like Institute for Nonprofit News (INN), LION, Tiny News Collective (TNC), and Report for America (RFA) Accelerator.
- You will report to the volunteer Board of Directors and will work in close partnership with our chair and stakeholders. In two to three years, your role will likely shift from more hands-on to leading through others as you build out the organization's capacity.

Qualifications

- Proven leadership/P&L experience in a nonprofit, media, or mission-driven organization. Leader with entrepreneurial spirit who can improvise and adapt.
- Commitment to quality local news, media ethics, and editorial processes.
- Demonstrated success in fundraising, grant writing and donor engagement.
- Excellent organizational, communication, and interpersonal skills.
- Ability to manage multiple priorities with limited resources.
- Collaborative leadership style.
- A commitment to equity, inclusion, and community-based journalism.

Compensation

Salary range: \$75,000 to \$90,000, commensurate with experience.

Benefits: Stipend for health and dental insurance, PTO, flexible schedule

Presence: While much of our work gets done remotely (EPLN has no office at this time), the successful applicant will reside in the Twin Cities, preferably in Eden Prairie.

About Eden Prairie

Eden Prairie is a diverse and evolving suburb of Minneapolis with a population of 64,000. It is home to major employers, a strong public school system, and an expanding, vibrant immigrant community. The city features a thriving business sector, extensive parks and recreation offerings, and increasing racial and cultural diversity. A new light rail connection to Minneapolis and St. Paul is expected by 2027, further shaping the city's development.

To Apply

Send your resume and cover letter to amy.nylander@eplocalnews.org by July 29th, 2025.

Please use the subject line: Publisher/CEO Application – [Your Name].

Eden Prairie Local News is committed to diversity, equity, and inclusion in our reporting and our newsroom.

We encourage applications from candidates of all backgrounds, especially those who bring unique perspectives and lived experiences that reflect the evolving demographics of Eden Prairie.