

West Virginia Broadcasters Association

Producer, Digital

Jobs in Broadcasting ,United States



Job Description

The Digital Producer leads the transition from broadcast focused newsrooms to multi-platform newsrooms through active daily example; providing training in methods, processes and tactics; as well as in creating/editing original content beyond that which is produced for on-air.

- Develops and leads winning strategy for station content
- Expert understanding of Facebook, Twitter, and other social media platforms
- Reviews copy and will correct errors in content, grammar, and punctuation, following prescribed editorial style and formatting guidelines
- Use our Social Media and Website to build and reinforce brand recognition and drive viewers to television
- Determines a story's emphasis, length, and format, and organizes material accordingly
- Research and analyze background information related to news stories in order to be able to provide complete and accurate information
- Gathers information about events through research, interviews, experience or attendance at political, news, sports, artistic, social or other functions
- Pitches on-brand local and trending stories during morning meetings
- Checks reference materials such as books, news files or public records to obtain relevant facts
- Shoots and edits content for on-air and digital
- Produces reports for all platforms
- Ensures that all content meets company standards for journalistic integrity and production quality
- Builds and calendars digital campaigns to promote local shows and specials.
- Writes stories for the web and other digital platforms
- Performs other duties as assigned
- Finds new ways to use Social Media and our website to engage with viewers

Requirements & Skills:

- Degree in journalism; daily newspaper or news site experience required; live, working web samples and/or print pages preferred
- Proficiency in Associated Press style, Adobe Photoshop, Dreamweaver, and Basic HTML preferred
- CSS, Flash and other relevant technology skills is a plus
- Maintain positive work environment through active team participation and cooperation with co-workers in all departments
- Responds positively to feedback

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Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across its television and digital platforms, including more than 310,000 hours of programming produced annually by its business units. Nexstar owns America's largest local television broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 220 million people. Nexstar's national television properties include The CW, America's fifth major broadcast network, NewsNation, our national news network providing "News for All America," popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company's portfolio of digital assets, including its local TV station websites, The Hill and NewsNationNow.com, are collectively a Top 10 U.S. digital news and information property. For more information, please visit nexstar.tv.

EEO Statement: *All qualified applicants will receive consideration for employment without regard to disability, protected veteran status, or any other characteristic protected by local, state, or federal laws, rules, or regulations.*

Company Details

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More details

Business Name	WVNS - TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	Apply Online