

West Virginia Broadcasters Association

Digital Content Producer

Jobs in Broadcasting ,United States

Job Description

Position Summary: This role is responsible for updating local website, curating high-performing content, crafting homepage layouts driven by data, and helping to report news -- everything from quick-hit local stories to breaking news and enterprise reports. This role will work on building a loyal local audience by being responsive to traffic patterns and audience interest while serving as a steward of our brands.

Position Responsibilities:

- Monitor all forms of media (print, TV, digital, blogs and social) and be quick to report breaking news stories and always on the hunt for exclusive and or trending content that will grow engagement and drive loyal, local traffic
- Excellent at writing headlines that grow audience and engagement
- Prioritize packaging content that grows page views per visitor and time on site, using headline testing, metric tools and observed patterns to guide decision making
- Curate and aggregate a steady stream of interesting content that is packaged and promoted in a way that generates engagement and repeat site visitation
- Understand different ways to tell a story, particularly producing short videos and choosing great photos
- Evaluate website traffic trends to make decisions on both daily content needs and longer-term content curation that will grow local audience
- Build positive working relationships with newsroom staff and management, work collaboratively on enterprise content, and creating opportunities to market web content on broadcast
- Promote and distribute news content on social media

Skill/ Experience Requirements

- 2 years of experience in digital content and journalism
- Capable of researching, interviewing, and writing original news articles
- Clever headline writer that gets readers to click
- Strong multi-tasking abilities
- Organized, technical problem solver and quick decision maker
- Knowledge of SEO best practices and AP Style
- Enjoys working in teams and has excellent interpersonal skills
- Ease with/ability to learn new technology independently and quickly
- Strong communicator
- Some schedule flexibility (nights, weekends)
- Regularly meets measurements of success
- Strong understanding of Google Analytics; Chartbeat experience a plus
- Proficiency in MS Office; HTML, CSS and Photoshop experience a plus

You must apply online to be considered for this position. Please go to:www.nexstar.tv to access all career opportunities for WOWK-TV and Nexstar Media, Inc. WOWK-TV is an equal opportunity employer.

Company Details

Name
Phone

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More details

Business Name	WOWK-TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Link To Apply	Apply Online