

West Virginia Broadcasters Association

Digital News Content Producer

Jobs in Broadcasting ,United States



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[Job Description](#)

Digital News Content Producer

Be the first to break the story! WVVA, a Gray Media station, in Bluefield, WV is hiring a hard-working Digital News Content Producer to fuel our website, mobile app, and social media platforms with fast, accurate, and compelling coverage. As the newsroom's real-time front line, you'll move with urgency, write with clarity, and think across platforms—owning breaking news and crafting standout enterprise digital reporting. If you've got fresh ideas for digital spaces and experience with video editing, social media, and writing (preferred), we want to meet you.

At WVVA, we constantly strive for excellence—leveraging the latest technology and always looking for smarter ways to lead our market. We invest in training and development for the best and brightest in the business.

Duties – (including but not limited to):

- Move quickly with management to send breaking news and weather alerts—including push notifications—across all digital platforms.
- Collaborate with our newsroom to create content that meets WVVA's high standards.
- Publish to our online and social platforms using digital publishing tools, video editing software, and related resources.
- Build engaging, user-friendly elements inside articles: photo galleries, interactive charts, and other embedded content.
- Execute live stream coverage of press conferences or breaking news events as needed.
- Develop daily digital coverage and special content plans.
- Train new employees on digital workflows and platform expectations.
- Bring a team-first attitude every day.

Qualifications (including but not limited to):

- Bachelor's degree in social media/journalism or related field (preferred).
- Knowledge of ENPS (preferred).
- Solid understanding of web publishing software with demonstrated experience developing and publishing news.
- Strong understanding of social media strategy.
- Excellent oral and written communication skills to collaborate across the newsroom.
- High level of understanding of journalism ethics.
- Excellent web writing skills and proficiency in AP style.
- Ability to meet deadlines, prioritize assignments, and handle multiple tasks at once.
- Thrive in a fast-paced newsroom environment.
- Flexibility to work evenings and weekends as needed.

Love where you live! Nestled in the heart of the Appalachian Mountains—in Nature's Air-Conditioned City, Bluefield, WV—WVVA is centrally located to many major markets. The Two Virginias are home to world-class white-water rafting, thousands of miles of hiking trails, skiing, and so much more.

If you feel you're qualified and want to work with the best group of people in the business, apply at:

<https://gray.tv/careers#currentopenings> No phone calls, please.

EOE

Company Details

Name	Audrey Sluss
Phone	304-324-0652
Email	asluss@wvva.com
Address	3052 Big Laurel Hwy, Bluefield WV, United States - 24701

More details

Business Name	WVVA
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Link To Apply	Apply Online