

# West Virginia Broadcasters Association

## Senior Digital Producer

Jobs in Broadcasting ,United States

### Job Description

The WTRF Senior 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, CTV 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
- Schedule CTV Programming
- 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

### Company Details

Name	Melanie Thoburn
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### More details

Business Name	WTRF
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	<a href="#">Apply Online</a>