



JOB OPENING NOTIFICATION

POSITION Social Video Specialist (Grant Funded)
ISSUED January 2023
CLOSE Until Filled
LOCATION Oklahoma City

The Oklahoma Educational Television Authority (OETA) announces the opening of the full-time non-exempt position titled **Social Video Specialist** in their Marketing and Communications department. As the nation's most watched PBS member station, OETA values its relationship with its viewers and donors. OETA currently offers employees the options to work from home two days per week. OETA superfans with diverse backgrounds are encouraged to apply. The most qualified candidates will be contacted for an interview.

OVERVIEW

OETA will soon be launching American Graduate: Jobs Explained, a digital content initiative that will leverage public media's unique local/national infrastructure to expose high school students in our area to tools and resources that will help them discover well-paying, in-demand careers, and industries which may not require traditional educational pathways.

Jobs Explained goals are to expose teens to in-demand careers and industries that provide opportunities for advancement, training, and a livable wage. This position will help reach teens on the social media platforms where they most frequently consume content, including Instagram Reels and YouTube Shorts. This position will also embrace new production models and digital platforms to create content for, with, and by youth.

RESPONSIBILITIES

The Jobs Explained Social Video Specialist will work closely with the OETA Marketing and Education teams to develop, curate, and create videos that inform teens and tweens on social media platforms about in-demand careers and career pathways they likely haven't considered. The emphasis for OETA will be on the Aerospace industry. The ideal candidate will have demonstrated experience writing, filming, producing, sourcing information, collecting digital assets, publishing, editing digital video and have a deep familiarity with vertical video content. We are looking for someone who is responsive to data and knows how to read and respond to content metrics. If you are an enthusiastic digital content creator who loves public media and has a deep understanding of content that engages young audiences, we want to talk to you.

ESSENTIAL FUNCTIONS

- Collaborates with the project team to coordinate the development, production, and delivery of Shorts/Reels content supporting the overall goals and objectives of the initiative
- Produces at least 3 Shorts/Reels videos each week that adhere to project templates and appeals to youth audiences
- Creates, maintains, and consistently uploads content to the station's YouTube channel and Instagram page
- Identifies emerging trends, opportunities, and influential content creators on YouTube/Instagram focused on careers, jobs, and pathways to employment
- Attends weekly meetings with partner station Social Video Specialists to share successes, best practices, and advice

REQUIREMENTS

- A minimum of two (2) years working in digital video production or social media content creation, but candidates with demonstrated success but less experience will be considered
- Social media-savvy with other social media platforms (Facebook, Instagram, YouTube, etc.)
- Creative thinker who can look at current platform trends and find innovative ways to tell a story
- Ability to provide samples or a portfolio of created social media video content
- Ability to work with individuals at all levels within the organization
- Superior organizational, interpersonal, and oral/written communication skills
- Strong planning, adaptive, and problem-solving skills
- Superior writing and copy-editing skills, ability to self-edit your own work
- Proficiency in Google Analytics, Google Docs, Google Drive and MS Office (Word, Excel, PowerPoint), and Adobe Creative Cloud (Photoshop, Premiere, etc.) and Microsoft Office
- Strong understanding of digital metrics/KPIs.
- Less than 25% travel required

COMPENSATION

\$33,000–\$39,000 per year with benefits.

HOW TO APPLY

Send cover letter, application and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501 or email to employment@oeta.tv. Applications are available online at OETA.tv or in person at 7403 N. Kelley Avenue, Oklahoma City.

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.