



JOB OPENING NOTIFICATION

POSITION Digital Marketing Coordinator
ISSUED April 20, 2022
CLOSE Until Filled

OETA has an immediate opening for Digital Marketing Coordinator in its OKC office. We're looking for a candidate that is passionate about OETA's mission: to inform, inspire and connect Oklahomans to ideas and information that enrich our quality of life.

This position will serve in a dynamic, creative, and collaborative department assisting in social media and OETA's other digital platforms to drive exposure, build followers, and create new and exciting digital content. The Digital Marketing Coordinator will report to the VP of Marketing and Communications.

DUTIES

- Plan, monitor, strengthen, and maintain presences on OETA's key social media channels (Facebook, Instagram, Twitter, YouTube, TikTok). Seek and lead new opportunities for OETA social media outlets and experimentation.
- Develop multi-platform digital content (blogs, social videos, images, podcasts, press releases, copy, etc...)
- Assist other departments in optimizing content for digital distribution (SEO, metadata, etc...)
- Assist with and oversee on-site/event/in-production social media strategies and execution at major events, conferences, meetings, and other public activities.
- Create monthly and/or campaign-specific social media reports.
- Align digital media content with promotional priorities established by the VP of Marketing and Communications.
- Research and provide input on innovative digital services opportunities.
- Other duties as assigned.

PREFERRED QUALIFICATIONS

- Two years' experience in a fast-paced marketing environment
- Experience with Facebook's Business Manager and Creator Studio platform
- Proficiency in Adobe Creative Cloud applications (Photoshop, Illustrator, After Effects & InDesign)
- Basic HTML & CSS
- Google Analytics reporting experience
- Experience in paid social media advertising
- Excellent written skills and a strong eye for design
- Familiarity with the OETA programs and service offerings
- Knowledge of online media workflows, environments, and digital asset management systems

COMPENSATION

Salary: \$35,000 - \$42,000. A generous benefit package including health, vacation/sick leave, retirement, plus much more included.

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.