POSITION GUIDE

Job Location:
WMHT-TV
4 Global View
Troy NY 12180

POSITION:

Title: Director, Digital Content
Department: Digital
Type: Full Time, Exempt
Reports To: VP, Chief Content Officer

BROAD FUNCTION:

DIGITAL AND NEW MEDIA

The Director, Digital Content, leads WMHT efforts to connect with audiences on non-broadcast platforms. The Director introduces new tools, trains teams on digital media products, and works closely with the VP, Chief Content and Engagement Officer, to integrate digital media production and distribution into the WMHT production workflow.

The Director shares digital media analytics, reports out on content performance to ensure efficacy, and makes suggestions based on industry best practices. They maintain close relationships within the system with national organizations like PBS and NPR and at public media stations to learn best practices, collaborate, and share new content and strategy possibilities.

The duties of the Director, Digital Content, include oversight of the company’s digital platforms’ information architecture, the oversight of the creation and publication of digital content, and adherence to best practices for website and social discoverability.

The Director works closely with station leadership to develop and maintain social media guidelines for staff and underwriting guidelines for all digital platforms (video pre-roll, promotional placements on WMHT website and apps, and social media promotion). The Director and the team maintain an up-to-date database of digital assets for use by several WMHT departments.

The Director manages a team that includes a digital content producer, a web developer, a social media producer, and has access to a part-time data analyst.

SKILLS

Excellent Writing, Interpersonal Communication, Design, and Management Skills
TECHNICAL REQUIREMENTS

Adobe Creative Suite
Social Media Platforms
Microsoft Office
Content Management Systems
Project Management Software (Trello)
Communications Tools (Slack)
Working Knowledge of HTML and CSS

To apply, please email a cover letter and resume with links to writing and media samples to vbelden@wmht.org or mail to:

Valerie Belden
WMHT
4 Global View
Troy, NY 12180

WMHT Educational Telecommunications is an Equal Opportunity Employer M/F. Qualified veterans, women, minorities, and persons with disabilities are encouraged to apply.