

# West Virginia Broadcasters Association

## Digital Content Producer

Jobs in Broadcasting ,United States



### Job Description

Gold and Blue Nation, the official TV partner of West Virginia University Athletics and Learfield, is seeking a Digital Content Producer to lead our online coverage of the Mountaineers. The Digital Content Producer must be a skilled writer who can create engaging, entertaining and informative sports content on multiple digital platforms.

Gold and Blue Nation is a growing, flourishing brand that creates big-market content while working in the family atmosphere of a small market. You'll work in the friendly, blossoming community of Morgantown, while also partnering with dedicated teammates who together possess ten years of experience covering the Mountaineers.

**About Us:** Gold and Blue Nation, an extension of the WBOY Newsroom, is the most unique local TV sports operation in the nation. We produce daily WVU sports content on TV and the web for a group of five Nexstar Media Group stations in West Virginia and Maryland. Our studio programming, including our weekly coach's show and award-winning pregame show, also airs on SportsNet Pittsburgh. Our TV programming reaches more than 3 million TV homes in the region, while our digital reporting garnered generated more than 4 million in total website and app traffic in 2023 and 2024. This year, Gold and Blue Nation was recognized as the Outstanding Sports Operation of the Virginias by the Virginia Associated Press Broadcasters.

**Position Summary:** The Digital Content Producer must be a skilled writer who can craft headlines and content that provide value to Mountaineer fans and drive user engagement. The content producer will cover all

aspects of WVU Athletics, from football and basketball to Olympic sports and the national championship-winning rifle team. The content producer will build high-performing stories through interviews, contact with sources and social listening. The content producer will also manage the Gold and Blue Nation website, as well as official social media accounts on Facebook, Twitter and Instagram. A strong knowledge of social media platforms is a must. Additional duties may include editing short form video and/or reels content for social media, hosting and editing episodes of The Gold and Blue Nation Podcast and capturing and editing photos during games. Ability to shoot photos and video and edit photos, video and audio with Adobe Creative Cloud software is a plus.

#### **Position Responsibilities:**

- Create digital sports content for [www.GoldAndBlueNation.com](http://www.GoldAndBlueNation.com) and the free Gold and Blue Nation app
- Report news quickly and accurately
- Craft original WVU sports content that stands out from the competition
- Understand types of stories/topics that drive web traffic
- Work with management to deliver a content mix that best serves Mountaineer fans
- Utilize social media for reporting and story promotion
- Shoot photos and video as needed to tell stories in more compelling ways
- Edit videos and photos using Adobe Creative Cloud software
- Desire to develop and co-host episodes of The Gold and Blue Nation Podcast
- Contribute to the management and upkeep of all Gold and Blue Nation digital platforms, including the backend of the website (WordPress) and app (Naviga)
- Ability to perform other digital duties as needed

#### **Skill/ Experience Requirements:**

- 1-2 years' experience in creating digital content preferred
- Knowledge of AP style
- Enjoys collaborating with others and is a strong communicator
- Ability to adapt and learn new things quickly
- Ability to deliver multiple daily stories, meet deadlines and react effectively to breaking news
- Understand social media's importance in reporting stories and delivering traffic
- Comfortable executing interviews in press conference and one-on-one settings
- Must be willing to work nights and weekends — when the Mountaineers play, we're there
- Schedule flexibility during summertime
- Proficiency in MS Office a must; HTML, CSS and Photoshop experience a plus

#### **Education Requirements:**

- Bachelor's Degree

#### **Typical day:**

The Digital Content Producer will spend time at the start of the shift reviewing story ideas, monitoring social media, and coordinating a daily "digital planner" with the executive producer and staff. Our reporters are expected to craft multiple daily bylines. Social media updates, videos and monitoring of breaking news should be incorporated seamlessly into the shift, which will also involve live game coverage when applicable.

#### **Measurements of success:**

- Deliver stories quickly, accurately and often
- Provide a central role in story idea discovery and generation
- Consistently seek to grow audience to your bylined stories
- Grow social media and podcast audience and regularly promote links to stories

## Company Details

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## More details

Business Name	WBOY-TV, Gold and Blue Nation
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>