

# West Virginia Broadcasters Association

## Digital Content Manager

Jobs in Broadcasting ,United States



### Job Description

#### Digital Content Manager

WVVA TV in Bluefield, WV is looking for a hard-working Digital Content Manager to join our team to provide content and oversight of our website, mobile, and social media platforms. The successful candidate will bring an established record of strong cross-platform news judgment and management skills to this key position in our newsroom.

We are looking for an aggressive leader with a clear vision of the future of local digital media, as well as someone who has a talent for innovation, creation and the ability to execute big ideas.

WVVA is committed to strong journalism and community service. The ideal candidate for this position will be fast, accurate, and a step ahead in providing our audience with the latest information.

We constantly strive for excellence. Utilizing the latest technology and seeking new ways to stay on top in our market, we focus on training and development of the best and brightest employees in the business.

#### Duties - (include but not limited to:

- Work closely with management on strategic vision for the digital department and platforms including all social media and other digital platforms.
- Gather, write, report, and edit news stories for all digital platforms and extensions daily.
- Post news stories and additional multi-media content to all digital platforms, including social media extensions.
- Execute live stream coverage of press conferences or breaking news events, as needed.
- Develop daily digital coverage and special content plans.
- Training new employees on digital processes and expectations of digital platforms.
- Provide valuable feedback and have a willingness to work in a team environment.
- Collaborate with the station's sales and marketing departments to execute contests, news promotions and other digital content as needed.

#### Qualifications - (include but not limited to)

- Bachelor's degree in social media/journalism or related field is preferred.
- Solid understanding of web publishing software with demonstrated experience developing and publishing news.
- Strong understanding of social media strategy.
- Strong management, communication and people skills required to interact with staff.
- High level of understanding of journalism ethics.
- Excellent web writing skills and proficiency in AP style.
- Adapt to fast breaking news situations and thrive in deadline driven environment.
- Ability to adjust and excel while working a flexible schedule of evenings and or weekends.

Nestled in the heart of the Appalachian Mountains in Nature's Air-Conditioned City, Bluefield, WV, WVVA TV is centrally located to many major markets. The two Virginia's are home to world-class white-water rafting, thousands of miles of hiking trails, skiing and so much more. We love living here!

If you feel you're qualified and want to work with the best group of people in the business, go to <https://gray.tv/careers#currentopenings> to apply. **No phone calls please.**

EOE

### Company Details

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### More details

Business Name	WVVA
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Link To Apply	<a href="#">Apply Online</a>