

West Virginia Broadcasters Association

Digital Content Producer

Jobs in Broadcasting ,United States

EYEWITNESS NEWS



Job Description

Eyewitness News is looking for a creative, driven **Digital Content Producer** to help lead our newsroom into the future of local journalism—if you thrive in a fast-paced environment and love being in the center of breaking news and impactful stories, we want to hear from you.

Job Description

The **Digital Content Producer** who will be responsible for managing day-to-day digital offerings on our website, app, and social media platforms. You'll work closely with the News Director, Executive Producer, Content Center, and on-air staff to write, edit, and publish engaging, timely, and accurate content across all digital channels.

This role is key to our mission of informing the public wherever they are—especially during breaking news and severe weather coverage. You'll also help engage our audience by curating content, responding to viewer messages, and highlighting the voices of our community.

Responsibilities Include:

- Writing and publishing web stories, push alerts, headlines, and social media posts.
- Monitoring incoming news sources (feeds, emails, scanner traffic, etc.) for breaking stories and emerging content.
- Editing video and photos for use across platforms.
- Engaging with our audience via comments, messages, and user-generated content.
- Coordinating with producers, reporters, and photographers to enhance digital storytelling.
- Answering viewer calls and emails with professionalism and newsroom knowledge.
- Executing news strategies to increase digital reach and viewer engagement.

What We're Looking For:

- Strong news judgment and a clear understanding of journalistic ethics.
- Ability to write quickly, clearly, and accurately in AP style.
- Comfortable multitasking in a high-pressure, deadline-driven environment.
- Basic video and photo editing skills; experience with tools like iNews, Avid, and non-linear editing a plus.
- Understanding of SEO, social media best practices, and digital audience trends.
- Team player with strong communication and time management skills.

Experience & Education:

- At least some prior newsroom or digital media experience is strongly preferred; exceptional entry-level candidates will be considered.
- A degree in journalism, communications, or a related field is preferred but not required.

Why Join Eyewitness News?

- **Make an impact.** You'll help shape the way our region receives its news—on all platforms.
- **Be part of a dynamic Content Center.** We embrace innovation, collaboration, and creativity.
- **Live in a vibrant city.** Charleston, WV offers the perfect blend of historic charm, natural beauty, and cultural opportunity. Whether you're hiking the Appalachian hills, exploring a bustling local food scene, or catching a live show downtown—Charleston is a great place to live and work.
- **Grow your career.** WCHS is part of the Sinclair Broadcast Group, offering advancement opportunities within a respected network of stations across the country.

How to Apply

Submit your resume and a brief cover letter through [our career portal](#). If available, include writing or content samples that demonstrate your ability to create compelling digital stories.

Eyewitness News is the trusted source for news, weather, and community information across the Charleston-Huntington region. We are driven by a passion for storytelling, innovation, and public service. Our digital team plays a vital role in how we connect with viewers across web, mobile, and social platforms.

Sinclair is proud to be an equal opportunity employer and a drug free workplace. Employment practices will not be influenced or affected by virtue of an applicant's or employee's race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetic information, military or veteran status or any other characteristic protected by law.

Company Details

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More details

Business Name	WCHS-TV
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	Not Required
Link To Apply	Apply Online