



Job Announcement **Digital Media Coordinator**

Candidate Responsibilities:

- Create compelling and engaging visual content (videos, photos, Infographics, GIFs,) for use across GPB's digital platforms.
- Write blogposts and articles for use on GPB website sections as needed.
- Copyedit and monitor social media post and website content to ensure proper spelling, grammar and tone.
- Manage various GPB social media brand channels by creating posts, monitoring and responding to audience posts, and creating opportunities for user engagement across those platforms (Instagram, Facebook, Twitter, YouTube)
- Manage a content calendar to guide social media posting process, while maintaining a flexible and agile content posting strategy.
- Anticipate and respond to news events and other content opportunities across all social and digital platforms.
- Work across various GPB internal departments to help meet company goals in areas such as fundraising, membership, viewership, and awareness and audience engagement.
- Monitor website and social media analytics and apply results to strategic content decisions.
- Assist Director of Digital Content in developing and implementing the organization-wide digital content strategy.

Candidate Qualifications:

- Bachelor's degree in Communication, Journalism, English or related field preferred with a minimum of 2 to 3 years' experience writing, producing and editing digital content.
- Excellent oral and written communication skills with the ability to work well across internal departments and groups
- A self-starter who is flexible and collaborative with the ability to multi-task.
- Expert working knowledge of social media platforms including Facebook, Instagram, Twitter, YouTube
- Experience with Adobe creative suites (Photoshop, Premier, Illustrator, Spark, etc.) and/or other photo, video and graphic editing and production software,
- Basic copyediting skills.
- Familiarity with web and social media analytics tools and/or platforms.
- Knowledge of Facebook ad Manager and/or other social media advertising platforms.
- Ability to meet deadlines and work in a fast-paced environment.
- Must be highly organized and detail oriented.
- Familiarity with SEO preferred
- Must have a flexible schedule with the ability to work some nights and weekends as required.
- Portfolio of social media content samples will be required.

We Offer: Paid holidays, vacation and sick leave, retirement plans; Pre-tax benefits for health, dental, vision, life, specified illness and accidental insurance; Health and child care spending accounts; Disability insurance; and opportunities for training and professional development.

To Apply: Upload resume, cover letter, list of three references and applicant form on the GPB Job Center located at www.gpb.org/jobs. ONLY Applications submitted through the GPB Job Center with a complete application, resume AND cover letter WILL BE ACCEPTED.

Deadline to Apply: Open Until Filled

Georgia Public Broadcasting is an Equal Opportunity Employer.

DATE POSTED: 8-5-19

RECRUITMENT NUMBER: C-22-19