



## **Digital Content Producer 10953**

**Location:** WEWS-TV Cleveland

WEWS is hiring a Digital Content Producer to join our growing team. This position oversees all content on local news and information websites and mobile apps.

### **Key activities**

- Work with news staff to plan, structure, report and write news and information content for Web sites and other new media platforms.
- Produce the sites' content to optimize the user experience by being attentive to live web metrics and UE best practices.
- Apply SEO best practices to every piece of content.
- Enhance the news content with links, maps, slideshows.
- Coordinate news editorial and technical staff to facilitate the migration of multimedia content to new media platforms, including video, audio, still photos and graphics.
- Assist in online coverage of major news events, breaking news and severe weather to ensure high quality consistent community coverage online.
- Build out special sections and site features to enhance coverage and increase user engagement.
- Write and edit content to enhance online coverage for all platforms.
- Assist in the management of user-generated content on the sites.
- Responsible for content generation for niche sites as directed by the director of new media.
- Work with other departments, including sales and marketing, as needed on site and station initiatives that require content integration.
- Update and interact with fans/followers on social media.
- Perform other duties as needed and directed.

### **Education & Experience/Certifications**

- BS/BA in related discipline or commensurate experience.
- Generally 2-4 years of experience in related field.
- Must have experience with Content Management Systems, HTML, Audio Editing, Image Editing, CSS and Social Networking.

### **Skills & Abilities**

- Excellent verbal and written communication skills.
- Professional contributor with responsibility for an advanced area of work in the professional field.
- May be responsible for entire projects or functions having modest scope/impact or portions of projects having considerable scope/impact.





- Serves in a lead role in certain departments or functions where general guidance and training of less experienced professional and/or support personnel are needed.
- Performs advanced areas of work for the professional field.
- Identifies key barriers/core problems and applies problem-solving skills in order to deal creatively with complex situations.
- Troubleshoots and resolves complex problems.
- Operates with considerable latitude. Independently performs assignments with instruction limited to results expected. Determines and develops approach to solutions.
- Receives technical guidance only on unusual or complex problems or issues.
- May oversee the completion of projects or assignments, including planning, assigning, monitoring and reviewing progress and accuracy of work, evaluating results, etc.
- Contributes to employees' professional development, but does not have hiring or firing authority.
- Possesses and applies comprehensive knowledge of particular field of specialization to the completion of complex assignments.
- Advanced knowledge of organization's technologies and practices.

If you are interested in this position, please apply at <http://scripps.com/careers!>

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