



JOB OPENING NOTIFICATION

POSITION: Digital Content Producer
ISSUED: October 2024
CLOSE: Until Filled
LOCATION: Oklahoma City
DEPARTMENT: Marketing and Communications

POSITION OVERVIEW:

OETA is on the lookout for a dynamic and creative **Digital Content Producer** to join our Marketing and Communications team! In this vital role, you'll manage and produce engaging digital content across our social media platforms and digital channels. Reporting to the VP of Marketing and Communications, you will be instrumental in enhancing our digital presence, building our follower base, and crafting compelling content that resonates with diverse audiences. We're seeking a collaborative team player who thrives in a fast-paced environment and is eager to contribute innovative ideas to our mission!

KEY RESPONSIBILITIES:

- Develop and post a wide range of digital content on our website, apps, and social media platforms, including live streams, videos, social posts, press releases, blog stories, and photo galleries.
- Manage and creatively expand OETA's YouTube presence, curating content to enhance our digital footprint.
- Craft effective social media posts and engage with the audience across platforms to drive engagement.
- Use analytics and trends to generate content ideas that reflect current discussions and audience interests.
- Collaborate with a cross-functional team to produce informative, visually engaging, and interactive content.
- Optimize all digital content for search engines (SEO).
- Perform other duties as assigned to support the department's goals.

KEY QUALIFICATIONS:

- At least 2 years of experience in digital content creation, with a strong emphasis on social media and SEO strategies.
- Exceptional writing, editing, and proofreading skills, with proficiency in AP style.
- Solid editorial judgment and ability to perform under pressure in a fast-paced environment.

- Familiarity with digital production tools, content management systems (CMS), and video/image editing software.
- Excellent communication skills, with the ability to work both independently and as part of a team.
- Flexible schedule, including availability for evenings, weekends, and holidays as needed.

PREFERRED QUALIFICATIONS:

- Bachelor's degree in Journalism, Communications, or a related field.
- Demonstrated multimedia storytelling and production skills, including video editing and infographics.
- Track record of innovation in digital content creation, with a willingness to explore new formats and technologies.
- Experience with data analysis tools for enhancing content strategy and audience engagement.

ADDITIONAL INFORMATION:

- OETA offers the option to work from home two days per week.
- Available to travel to events throughout the state as needed.
- Available to work occasional night and weekend events.
- We encourage applicants with diverse backgrounds and a passion for public media to apply.

COMPENSATION:

\$35,000 to \$45,000 plus benefits package

HOW TO APPLY:

Send cover letter, application and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501 or email employment@oeta.tv. Applications are available online at OETA.tv or in person at 7403 N. Kelley Avenue, Oklahoma City.

Please include a link in your resume to samples of your work, including social media campaigns, video productions, press releases, web/newsletter content, and any other relevant projects that showcase your creativity and ability to engage diverse audiences.

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.