

Job Title: Digital Communications Specialist

Department Marketing & Communications

Reports to: VP, Marketing & Communications

Location: Troy, NY

Date: August 2023

Position Type: Full Time, Non-Exempt

WMHT Public Media, located in New York State's Capital Region, serving Eastern New York and Western New England, is the only locally owned, nonprofit, multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning and civic interests. WMHT focuses on Community, Culture and Connections by providing entertainment, enrichment and engagement through television, radio, digital media, and educational services.

WMHT also houses the largest television studio between New York City and Montreal. The station's production services for clients help sustain our mission-based work. Our production services business attracts clients from across the country including PBS, APT, feature films, public and commercial media producers, Canada-based producers, and partnerships with New York State.

We strive to create a workplace culture that values diversity of perspective and lived experience. We provide a place where people are supported to do their best work.

Job Description

Under the supervision of the Vice President of Marketing and Communications, the Digital Communications Specialist is responsible for creating and executing WMHT's digital marketing and social media initiatives, across all departments, including television, radio, interactive, education, community engagement, and development.

Responsibilities

Writes and designs digital and social media content, with the goal of driving engagement and raising brand awareness among WMHT audiences.

- Creates event calendars/registrations, email marketing campaigns and social media initiatives
- Contributes to selected station newsletters and blogs. Edits, produces and sends as needed
- Writes, designs and traffics WMHT branded creative assets including ads, email campaigns, flyers, social media posts; adapts and incorporates Public Media content where appropriate
- Assists with photographing and live tweeting events
- Interprets and applies WMHT brand identity standards for all communications

Manages email system deployments and all social media platforms, including Facebook, Instagram, Twitter, YouTube, and LinkedIn. Executing regular posting, community engagement, and timely responses.

- Maintains a detailed editorial calendar with posting schedule, promotional and underwriting deliverables, and tracks required Underwriting posting
- Distributes press releases, deploys email sends and posts social media content

Collaborates with the digital team to optimize content for SEO/SEM and social media data collection and analysis

- Optimizes published and shared content with appropriate metadata, SEO, keywords, and other discoverability tactics
- Assists in generating analytics reports

Qualifications

- Bachelor's degree in Marketing, Advertising, Communications or Graphic Design
- 2+ years of experience in digital marketing/social media communications
- Excellent creative writing, grammar and verbal skills
- Knowledge and experience with Adobe Creative Suite, Canva or other graphic design software
- Demonstrated project management skills
- Must have a flexible schedule to accommodate after hours social media interaction
- Maintains a working knowledge of principles of SEO including keyword research. Certification in Google AdWords and Google Analytics a plus

Salary: The yearly salary for this position is \$40,000-\$50,000

How to Apply

Email your cover letter, resume, and work samples to: vbelden@wmht.org

PLEASE NOTE: Work samples are required for consideration and must be submitted via URL within the cover letter. Please include a writing sample and links to two social media accounts that you have maintained specifying the dates you managed the accounts.

Or mail to:
Valerie Belden
WMHT
4 Global View
Troy, NY 12180

WMHT Educational Telecommunications is an equal opportunity employer. The community and audience we serve is diverse, and we wish to foster that diversity in our workplace. Toward that end, WMHT does not discriminate against individuals in hiring, employment or promotion on the basis of race, religion, color, sex/gender, gender identity and gender expression, age, marital status, national origin, sexual orientation, citizenship, handicap or disability, veteran or military status, political belief, pregnancy, genetic information or any other characteristic protected by law.

