

POSITION GUIDE

Job Location:

WMHT
WMHT-TV
4 Global View
Troy NY 12180

POSITION:

Title: **Content and Engagement Manager**
Department: Content and Engagement
Type: Full-Time, Exempt
Reports To: Vice President, Chief Content and Engagement Officer

BROAD FUNCTION:

WMHT Public Media, located in New York State's Capital Region and 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, education and civic interests. WMHT focuses on Community, Culture and Connections by providing entertainment, enrichment and engagement through television, radio, digital media, and educational services.

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

Join WMHT and lead a team of professional and talented media makers, creating trusted, unbiased, multi-platform content that meets our audiences where they are and delivers high-quality information that reflects the diversity of our region.

WMHT seeks a Content and Engagement Manager to lead WMHT's content and engagement team. This position conceptualizes, plans, creates, and budgets available resources to produce long and short form programs, program segments, and other production projects that align with WMHT's strategic goals.

Hands-on experience in television production is a requirement for this position as well as a willingness to participate in any task at any level to ensure our work meets the highest standards. This position will both produce content and manage the day to day needs of the content team.

The Content and Engagement Manager supports the creative activity of WMHT producers in the process of content creation from concept to broadcast. Works collaboratively with Senior Management, the Director of Digital Content and Director of Education and Community Engagement to create and develop concepts for productions that serve the mission of the station and meet the needs of the community. Prepares

proposals, treatments, scripts and reports on success. Has a familiarity with the ethics and practices of public media and journalism, as well a commitment to and knowledge of the laws and policies affecting its practice.

Develops and determines timelines and all technical requirements necessary to effectively implement production projects. Works collaboratively with Engagement, Digital and Production to ensure WMHT cross-platform content reflects the diversity of our community. Engages with community members to ensure WMHT content is anchored in the authentic needs of our community and works to broaden the audiences we serve.

EXAMPLES of RESPONSIBILITIES:

- Supports field and studio shoots in a variety of roles.
- Produces long and short form programs, program segments, and other production projects as needed.
- Manages a minimum of two direct reports.
- Works with Producers to maintain the highest editorial, creative, and technical standards of WMHT content across platforms.
- Works with the Director of Community Engagement and Education on community engagement efforts to ensure WMHT content meets strategic goals.
- Works with the Director of Digital Content to provide timely content metadata in order to optimize discoverability across platforms.
- Works with Marketing & Communications team to provide timely assets for promotional efforts.
- Assists Producer/Directors in assembling program elements on a weekly basis as assigned.
- Supports the professional growth of content staff and a culture of creative excellence.
- Works collaboratively to improve workflow and communication across departments.
- Displays flexibility in work assignments, schedule, and hours.

REQUIREMENTS

- Bachelor's degree in broadcasting, communications or related field, or equivalent training in production
- Five years of increasingly responsible experiences in television production involving studio, remote, field production, and post production activities.
- Proven track record of working collaboratively, managing production staff, and supervising budgets.
- Demonstrated creativity, writing skills, leadership, supervisory skills and abilities.
- Ability to work cooperatively with people at all levels in the organization and clients, to work under pressure of deadlines.

- Ability to lift and carry equipment up to 25 lbs, frequent reaching, stretching, twisting, and bending. Standing for up to two hours at one time and sitting for extended periods.
- Strong commitment to the mission and goals of public broadcasting.
- A valid New York State driver's license and good driving record is required for all WMHT positions.

Yearly Salary Range is \$70,000 - \$75,000

To apply, please email a cover letter and resume with a link to work samples to vbelden@wmht.org 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.