



VACANCY NOTICE

DATE: 5/16/2023

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**Producer – Social Media and Digital**  
**Rhode Island PBS Foundation WSBE-TV/DT**

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**APPLICATION PERIOD:** All resumes must be received or postmarked on or before June 16, 2023.

**DUTIES & RESPONSIBILITIES:** SEE ATTACHED POSITION DESCRIPTION

**APPLICATIONS:** A current resume including education and work experience is acceptable as an application. Please indicate the position for which you are applying. Please deliver, mail or email (**NO PHONE CALLS, PLEASE**) to:

BRITTANY KEYES  
DIRECTOR OF HUMAN RESOURCES  
RHODE ISLAND PBS FOUNDATION  
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PROVIDENCE, RI 02907-3145  
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**RHODE ISLAND PBS FOUNDATION IS AN AFFIRMATIVE ACTION/EQUAL  
OPPORTUNITY EMPLOYER**



**Position:** Producer – Social Media and Digital

**Reports to:** Audience Engagement Manager

**Exempt / Non Exempt:** Exempt

**Basic Function:** The Producer - Social Media and Digital is a key part of the Audience Engagement Team and will be on the front line of strategic planning and development. The Producer - Social Media and Digital will create and curate content to enhance community engagement and support the initiatives of Rhode Island PBS' multiple brands through data-driven social media campaigns.

**Specific Duties:**

- Collaborate with the Audience Engagement Team to create data-driven, engaging content for social media
- Manage all social media brands under the umbrella of Rhode Island PBS
- Coordinate day-to-day creative and administrative activities of social media accounts (e.g. Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok), and other emerging channels
- Conceptualize, create, and edit video in proper social media formats for maximum engagement
- Work with producers and editors to obtain show assets needed for social media posts
- Write, edit, and proofread content for social media and website
- Work with the Audience Engagement Team to develop campaigns and implement innovative strategies across social media channels
- Monitor social media standards and emerging trends, and make appropriate recommendations
- Establish and maintain community relationships through shared posts and engagement
- Coordinate digital asset uploads for the Rhode Island PBS | Passport portal
- Other duties as assigned

**Education / Experience / Qualifications:**

- At least 5 years' experience producing content in a social media-focused role with an editorial background
- Intermediate video editing and graphic design skills for social media
- Experience implementing campaigns for Facebook, Instagram, Twitter, TikTok, YouTube and LinkedIn
- Experience establishing, managing and growing social media communities
- Proficient in Adobe Premiere, Photoshop, Illustrator and After Effects
- Experience with Google Analytics, Fanpage Karma (or another content management software) and Meta Business Suite
- Excellent oral and written communication skills
- Proficient in Microsoft Word, Excel, PowerPoint and Planner
- Photography experience a plus

**Additional Requirements:**

- Valid driver's license
- Portfolio of successful social media posts and videos