



Who We Are: With the support of our members and sponsors, Rhode Island PBS serves the needs of all generations within Rhode Island and southeastern Massachusetts. We spark imagination, explore our history and reflect the values of our diverse community. Guided by civic engagement, we provide unique, high-quality local, national and international programming, and digital content that educates, inspires and engages.

Rhode Island PBS is seeking a dynamic and skilled Digital Media Producer to oversee the daily look and feel of our soon-to-be-launched website. The ideal candidate will have a keen eye for detail, a passion for creating engaging digital content, and a thorough understanding of SEO principles. This role involves crafting compelling headlines, copy editing, and using various design elements to ensure our website captivates and informs our audience.

The up-and-coming journalism website for the Rhode Island PBS Foundation will utilize content from the station's arts, culture, documentary, and current affairs programming.

Position: Producer – Digital Media

Reports to: Audience Engagement Manager

Supervises: None

Exempt / Non Exempt: Exempt

Summary: The Digital Producer manages the daily operation of the Rhode Island PBS website. They are responsible for coordinating and managing the creation of digital assets for publishing on the website and across digital channels.

Specific Duties (including but not limited to):

1. Website Management:

- Oversee the daily appearance and functionality of the Rhode Island PBS website.
- Ensure the website's content is current, relevant, and engaging.
- Utilize the provided design elements to create a visually appealing and user-friendly website experience.

2. Content Creation and Editing:

- Craft compelling and SEO-friendly headlines to attract and retain audience attention.
- Copy edit articles and multimedia content to ensure accuracy, clarity, and consistency.
- Collaborate with content creators to maintain high standards of journalism.

3. SEO and Analytics:

- Implement SEO best practices to enhance the website's visibility and search engine rankings.

- Monitor website analytics to gauge performance and suggest improvements.
- 4. Multimedia Integration:**
- Integrate video, audio, and other multimedia elements seamlessly into the website.
 - Ensure multimedia content is optimized for web performance and user experience.
- 5. Content Strategy:**
- Develop and execute a content strategy that highlights journalism, community affairs, arts, and culture.
 - Stay informed about current trends in digital media and content production.
- 6. Collaboration:**
- Work closely with the editorial and colleagues on the Audience Engagement Team to ensure cohesive content delivery.
 - Engage with the community and audience to understand their needs and preferences.
 - Collaborate with the Audience Engagement Team to create data-driven, engaging digital content.
 - Work with the Audience Engagement Team to develop campaigns and implement innovative strategies to drive engagement.

Education / Experience / Qualifications:

- Bachelor's degree in journalism, Digital Media, Broadcasting, Communications, or related field, or equivalent experience.
- 3 to 5 years of experience as a Digital Producer, Web Editor, or similar role producing content in a digital-focused role with an editorial background.
- Advanced writing, editing, and proofreading skills.
- Intermediate proficiency with SEO and knowledge of web analytics tools (e.g. Google Analytics, Chartbeat, etc.)
- Experience establishing, managing and growing digital communities.
- Experience with content management systems (CMS) and web design principles.
- Ability to work independently and as part of a larger team as needed to complete large-scale projects.

Preferred Skills:

- Intermediate video editing and graphic design skills.
- Familiarity with multimedia content creation and editing tools.
- Understanding of HTML, CSS, and basic web development.
- Strong organizational and time-management skills.
- Excellent communication and interpersonal skills.

What We Offer: At Rhode Island PBS, we foster a creative, dynamic workplace where employees can thrive, grow and connect with our mission. We offer a comprehensive benefits package that includes:

- Health and Wellness Benefits including health, dental and vision insurance;
- 403(b) Retirement Plan Benefit that includes a 100% matching contribution up to 6% of the employee's contribution, plus a pre-tax employer discretionary match up to 2% of the employee's compensation;
- Paid Time Off package of 25 days, as well as a minimum of 12 holidays each year;
- Other Benefits Options include a flexible spending account, life insurance, long-term disability insurance, pet insurance, and other voluntary insurance options.

How to Apply: Interested applicants should email their application documents to careers@ripbs.org. Required application documents for this position include:

Updated June 2024

- Resume
- A letter of interest (i.e. a cover letter) describing your background, your personal website editing philosophy, and what drives your passion for journalism, community affairs, and/or arts and culture.

Applications will be reviewed on a rolling basis, but applications submitted by July 30, 2024, will receive priority consideration. Please indicate the position to which you are applying in the subject line of your email.

No phone calls, please.

Rhode Island PBS is an equal opportunity employer committed to maintaining a diverse and inclusive workplace. People of color, people with disabilities, and LGBTQ candidates are encouraged to apply. We consider all applicants without regard to race, color, religion, gender identity, gender expression, sex, sexual orientation, national origin, age, disability, military service, or genetic information.