



## **Job Announcement**

### **Director of Digital and Social Media**

Georgia Public Broadcasting (GPB) is hiring a Director of Digital and Social Media. GPB is seeking a dynamic and creative digital and social media content visionary to join our Content team. This role is responsible for developing and executing GPB's digital and social media strategy across all its divisions and digital and social media platforms. The ideal candidate will have a keen understanding of social media and digital trends, strong storytelling and content creation abilities, and a passion for public media. This leader will manage a digital content team, set strategic directions, and collaborate across departments to grow GPB's brand awareness, audiences and engagement across all digital and social platforms. GPB is a collaborative organization that values new ideas and people with a positive approach. The Director of Digital and Social Media will report to the Senior Vice President of Content. GPB is a statewide dual licensee comprised of 9 PBS television stations and 20 NPR radio stations that broadcast across the state of Georgia.

#### **Candidate Responsibilities:**

- Develop and implement a comprehensive digital content and social media strategy that aligns with GPB strategic goals and brand vision and that is consistent across all GPB platforms and content verticals.
- Work closely with various stakeholders and across all GPB departments including: News, Education, Sports, Community, Programming, Production, Underwriting, Marketing and Promotion to ensure cohesive storytelling and promotion of GPB's content.
- Work closely with and provide direction and oversight to the news, education, sports, marketing, and production teams to ensure cohesive storytelling and promotion of GPB's content.
- Collaborate with the marketing and promotions department to grow content awareness and consumption and increase audiences and engagement.
- Develop audience-focused content with an eye toward growth and engaging new and diverse audiences
- Manage digital campaigns around company-wide strategic initiatives working across all departments
- Curate engaging content including social specific video and other visual content, program promotions, original features and stories.
- Create compelling multimedia content (text, image, video, and audio) tailored to various platforms including social media platforms, YouTube, websites, apps, newsletters and traditional Radio and TV formats.
- Ensure content aligns with GPB's strategic goals and brand identity
- Write, edit and produce video, and/or audio stories and content for digital and social platforms
- Manage and develop website content strategy and serve as a liaison with the Products team.
- Manage and grow GPB Media's social media presence on platforms such as Facebook, Twitter, Instagram, YouTube, and other emerging platforms.
- Schedule and publish content, ensuring consistency in voice and brand messaging.
- Monitor and engage with audiences, responding to comments and messages in a timely manner.
- Track and analyze performance metrics to assess the effectiveness of content and campaigns.
- Provide regular reports on social media and digital content performance, offering insights and recommendations for improvement.
- Coordinate content calendars around company-wide initiatives to ensure proper and consistent on-line messaging across all platforms
- Work with the community engagement team on content opportunities that align with community outreach efforts
- Coordinate with external partners and stakeholders for content collaboration and cross-promotion.
- Help develop strategic plans with the development team to help further donor outreach and growth across digital and social platforms
- Oversee colleagues in the production of impactful multimedia content
- Stay up to date with the latest digital and social media trends, tools, and best practices and experiments with new content formats and strategies to engage and grow the audience.
- Leverage AI tools (e.g. Opus) to help gain efficiencies and increase production values of content

## Candidate Qualifications:

- Bachelor's degree in Communications, Journalism, Marketing, Production or a related digital media field and/or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.
- Five or more years of journalism or communications experience working in Digital and/or social media including oversight of emerging digital platforms and social media curation. Experience in the public media or broadcasting industry, preferred.
- Experience in social media management, digital content creation, or a similar role.
- Strong writing, editing, and storytelling skills.
- Proficiency in Adobe Creative Suite or other video and audio editing tools.
- Experience working with content management systems and other digital tools
- Understanding of multiple media platforms – broadcast, web, digital, social media, visual, podcasting – and how content should be created for each distribution mode.
- Knowledge of audience engagement strategies and community management.
- Experience with organic and paid social media strategies and campaign creation and implementation
- Strong leadership and management skills with the ability to motivate and lead a team
- Familiarity with SEO best practices and web analytics tools (e.g., Google Analytics), preferred.
- Availability to work nights and weekends as needed.
- Perform additional duties, maintains regular attendance, and partakes in interdepartmental and organization-wide meetings, as assigned.
- **Technical Skill Requirement**
  - Proficiency in publishing content to social media platforms (e.g. Facebook, Instagram, YouTube) and media management tools (e.g. Sprout Social, HubSpot);
  - Proficiency with website content management systems.
  - Experience working with video editing software and graphic design tools (e.g., Adobe Creative Suite, Canva, etc.).
  - Strong understanding of SEO, paid and organic campaign management, social media algorithms

**We Offer:** Paid holidays, vacation and sick leave, retirement plans; Pre-tax benefits for health, dental, vision, life, specified illness and accidental insurance; Health and childcare spending accounts; Disability insurance; and opportunities for training and professional development.

**To Apply:** Upload resume, cover letter, and **MUST provide a portfolio of work examples**, list of three references and applicant form on the GPB Job Center located at [www.gpb.org/jobs](http://www.gpb.org/jobs). ONLY Applications submitted through the GPB Job Center with a complete application, resume AND cover letter WILL BE ACCEPTED.

**Deadline to Apply:** Open Until Filled

Georgia Public Broadcasting is an Equal Opportunity Employer.

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