

WXYZ News Online Engagement Specialist

DESCRIPTION:

The WXYZ News Online Engagement Specialist is responsible for public relations, outreach, promotion, advertising, and branding WXYZ NEWS to the general public as well as to local, national, and trade media, PBS and NPR member stations, and WXYZ staff. Works closely with Marketing, Membership, and Communications Departments' efforts to implement initiatives that build awareness and two-way dialogue between WXYZ News and its audience. Works with the News Director and WXYZ News Team to develop and maintain Web products, such as interactive features, social media, contests, online events, podcasts, and other tools that promote traffic to the WXYZ News web presence and adds value to the user. Develops and deploys meaningful online outreach and promotes reciprocity with influencers, bloggers, independent content creators, and diverse under-served audiences. Serves as the lead liaison to special groups and partnerships in regards to directed promotion and communications activity. Position reports to the Executive Director - Communications, and is a member of the Communications department.

Essential Functions:

1. Creates effective ways to generate, maintain, and communicate to a community of online users, including e-newsletter and e-list development, blogging, event-building, customer service inquiries, social media, and moderating of comments.
2. Manages WXYZ NEWS social media accounts and serves as promoter for social media use among News staff, including providing protocols and trainings to teach interested staff members on fine points of platforms such as Twitter, Facebook, Flickr, mapping, and other online tools in collaboration with the News editorial staff.
3. Develops and executes outreach, publicity, promotion, and advertising campaigns to build awareness of WXYZ NEWS content, initiatives, special coverage, and feature launches. Promotes assigned content and activities to local and national media. Writes press materials (releases, bios, series descriptions, articles, advertising copy, etc).
4. Creates a variety of events-from formal presentations at WXYZ to informal meet-ups at places like coffee shops, as well as

events at partner organizations and other venues-to increase interaction between News staff, the community, other WXYZ departments, and community partners.

5. Serves as a point of contact for user-generated content, giving regular contributors a familiar face to interact with and piloting the flow of information.

6. Organizes free community workshops on various topics, with the goal of increasing community awareness of the site's interest in reader-submitted, user-generated content, as well as aiding submitters in improving the overall quality of submissions.

7. Identifies and recruits individuals to serve as guest writers, editors, photographers and videographers in collaboration with the WXYZ NEWS editorial staff.

8. Works with the News Product Team and the Marketing Division to develop and maintain funding and revenue-generating opportunities, including emerging digital-based initiatives.

9. Develops budgets and promotion plans for WXYZ NEWS. Oversees art development, writes copy, and works closely with Audience Research and with Director of Advertising to create comprehensive campaigns. Ensures that all aspects of advertising and paid media are executed to effectively maximize resources.

10. Serves as liaison between partner organizations and WXYZ NEWS and ensures WXYZ's inclusion in press and promotional materials created by partner organizations.

11. Manages the maintenance of program- and subject-specific press lists and databases, including new media (bloggers, social media outlets, etc). Initiates and manages creation of press reports; examines and reports relevant news on public broadcasting-related issues, media, and current events.

12. Attends other WXYZ events with purpose of promoting WXYZ NEWS content, as well as engaging audiences to sign up for newsletters, contests, polls, etc.

13. Performs other essential duties as required.

KNOWLEDGE/EXPERIENCE REQUIRED:

1. Proven ability developing media and content-based public relations and media campaigns, as well as Web-based marketing.
2. At least one to two years experience working as an online community manager or maintaining a blog or website.
3. Knowledge and practices of social media sites is required.
4. Well informed in a wide range of areas, including current events, arts, culture, film, history, science, and public policy.
5. Ability to multi-task required.
6. Public speaking skills required.
7. Proven ability to build and maintain a wide-range of partnerships.
8. Knowledge & experience maintaining databases.

KNOWLEDGE/EXPERIENCE DESIRED:

1. Bachelor's Degree.
2. Experience working with different types of digital media content, including audio and video with the ability to perform simple HTML programming and coding.
3. Wide knowledge of the local community people, places, partners, and events preferred.
4. Public Media or news content experience desired.
5. Experience in event planning and execution.
6. Knowledge & experience with advertising placement and delivery of ads.
7. Ability to plan, develop budgets and implement promotional programs and services.