

DIGITAL CONTENT MANAGER - KTVF

Job Category: News

Requisition Number: DIGIT011139

Posted: May 23, 2024

Full-Time

Fairbanks, AK

Description

About Gray Television:

Gray Television is a leading media company that owns and operates high-quality stations in 113 television markets that collectively reach 36 percent of US television households.

We constantly strive for excellence. Through upgrading to the latest technology and seeking new ways to stay on top in our markets, we focus on training and development of the best and brightest employees in the business.

About KTVF/KXDF:

Comprised of our three stations– KTVF (NBC-affiliate), KXDF (CBS-affiliate), and KFXF (MeTV-affiliate) – Newscenter Fairbanks has established itself as Interior Alaska’s Most Trusted News Source due in most part to the 70-year history of KTVF Channel 11. Together with our audiences across television, streaming, web, apps, mobile, and social; Newscenter Fairbanks dominates the Interior with the largest media audience of any company in the market. For candidates interested in joining our team, Newscenter Fairbanks offers the benefits of local authority combined with the power of a national media company. Referred to as Alaska’s Golden Heart Community, Fairbanks is a welcoming place to live, work, and enjoy the great outdoors!

Job Summary/Description:

Newscenter Fairbanks seeks a Digital Content Manager to join our news team to provide content and oversight for our website, mobile, OTT, and social media platforms. The successful candidate will bring an established record of strong cross-platform news judgment and management skills. We are looking for someone with a

clear vision of the future of local digital media and someone who enjoys innovation, creation, and execution of big ideas.

Duties/Responsibilities include, but not limited to:

- Gather, write, report, and edit news stories for all digital platforms and extensions
- Generates story ideas for digital coverage
- Posts news stories and additional multi-media content to all digital platforms, including social media extensions
- Execute live stream coverage of press conferences or breaking news events, as warranted
- Work with News Director to plan and facilitate daily news coverage and coverage of future special events
- Provide daily copy editing (in AP Style) and regular feedback to newsroom reporters and producers regarding staff members' daily digital submissions
- Collaborate with the station's Sales, and Marketing departments to execute contests, news promotions, and other digital content, as needed
- Preparation and presentation of timely metrics and performance reports

Qualifications/Requirements:

- Bachelor's degree in journalism or communication preferred
- Solid understanding of web publishing software with demonstrated experience developing and publishing news
- Newsroom management experience preferred
- Strong management, communication, and people skills required to interact daily with staff
- Ability to multi-task in high-stress situations
- Strong organizational skills
- Must be able to work flexible hours and adapt to schedule changes
- Detail-oriented with strong written and verbal communication skills
- Excellent web writing skills, proficiency in AP style, and expertise in content management system software
- Basic knowledge of Photoshop, and digital video editing preferred

If you feel you're qualified and want to work with a great group of people go to:
<https://recruiting.ultipro.com/GRA1017GRYT/JobBoard/ae441110-89bd-444d-8ad2-b76c7b9db7a9/OpportunityDetail?opportunityId=a63f3e51-f120-49d3-8c88-5af24714b08b>

KTVF-TV/Gray Television, Inc. is a drug-free company

Additional Info:

Gray Television provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Gray Television complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Gray Television expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Gray's employees to perform their job duties may result in discipline up to and including discharge.

Gray Television encourages all new employees to be fully vaccinated against the coronavirus before the first workday.

Qualifications

Behaviors

Preferred

Detail Oriented:

Capable of carrying out a given task with all details necessary to get the task done well

Motivations

Preferred

Flexibility

: Inspired to perform well when granted the ability to set your own schedule and goals

Education

Preferred

Bachelors or better in Journalism or related field.