

## Digital Specialist – Communications (Limited Term Employment)

### Position Details:

- **Reports to:** Assistant Director of Communication
- **Location:** Hybrid
- **Weekly Hours:** 30–35 hours/week
- **Duration:** Mid-June 2026 to Mid-December 2026
- **Compensation:** \$24.50/hour
- **Benefits:** Note that no additional staff benefits are included for this LTE position.

**About the Role** WUWM is seeking a highly organized and creative Digital Specialist to support our communications team during a staff leave. In this role, you will be the driving force behind our daily digital and audience engagement efforts.

You will focus on creating compelling, social-first content—such as reels, infographics, and reporter-facing video—while coordinating publishing timelines across our web, social, and app platforms. By implementing SEO best practices and providing editorial guidance on visual treatments, your work will ensure that our journalism reaches and resonates with the community.

### What You Bring (Qualifications & Skills)

- **Passion for Public Media:** A genuine love for radio and audio storytelling, coupled with a strong service-oriented mindset and a dedication to informing and engaging our local community.
- **Experience:** Background in digital communications, social media management, journalism, or a related field.
- **Content Creation Skills:** Proficiency in designing and editing engaging social-first visual and video content (e.g., using Canva, Adobe Creative Cloud, or native smartphone editing tools).
- **Platform Mastery:** Strong understanding of current trends, audience behaviors, and best practices across Instagram, Facebook, X, Bluesky, YouTube, and LinkedIn.
- **Writing & Editing:** Excellent copywriting and proofreading skills, with the ability to adapt messaging for different platforms while maintaining journalistic integrity and accuracy.
- **Technical Knowledge:** Working knowledge of SEO best practices and experience tracking social media analytics to inform strategy.
- **Collaborative Spirit:** Strong interpersonal skills with a proven ability to work effectively alongside reporters and editorial staff in a fast-paced, deadline-driven environment.

### Primary Responsibilities

- **Content Creation:** Create social-first content, including reels, infographics, social videos, and reporter-facing camera posts. Develop platform-appropriate content from scripts, audio, photos, and video assets.
- **Social Media Management:** Plan, write, edit, and schedule posts across Instagram, Facebook, X, Bluesky, YouTube, and LinkedIn. Execute a daily strategy that aligns with departmental and organizational goals.
- **Publishing & Coordination:** Coordinate publishing timelines to seamlessly align web, social, and app releases.
- **Community Engagement:** Monitor social channels, moderate comments, and enforce the station's comment policy.
- **SEO Optimization:** Execute SEO best practices, including slugs, meta descriptions, image alt text, and overall content discoverability optimization.

### **Team Support & Additional Duties**

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- **Newsroom Collaboration:** Collaborate with reporters to brainstorm and shape story-specific social plans. Help identify effective pull quotes, promo blocks, visual treatments, and supporting materials.
- **Mentorship & Workflow:** Communicate digital expectations and workflows for required deliverables. Support reporters interested in learning or improving their social content creation.
- **Research:** Surface historical context, archival content, and related coverage to strengthen stories.
- **Analytics:** Track analytics and integrate audience and performance insights into future social strategies.

**How to Apply:** Interested candidates should send their pdf to [Clara Velasquez Posada](mailto:ClaraVelasquezPosada@uwm.edu) at [velasque@uwm.edu](mailto:velasque@uwm.edu) by **May 25, 2026**.