

## Digital Content Producer



### Reports To:

Digital Managing Editor

### Job Overview

WAMC is seeking a Digital Content Producer to create, manage, and distribute compelling digital content that reflects our mission of public service journalism. This role will support WAMC's news, cultural, and music programming by producing and posting engaging multimedia content for web, social media, newsletters, and emerging platforms. The ideal candidate is a strong storyteller with a keen editorial eye and a passion for public media, audience engagement and data-informed decision-making.

### Key Responsibilities:

- Produce and publish digital content, including written stories, audio clips, videos, and social media posts that complement WAMC programming
- Adapt on-air content for digital platforms, including web articles, episode pages, and newsletters
- Collaborate with reporters, hosts, and producers to identify and develop digital storytelling opportunities
- Manage and maintain WAMC's website and content management system (CMS)
- Oversee digital content calendars and ensure timely, accurate publication
- Optimize content for search (SEO), accessibility, and audience engagement
- Track, analyze, and report on content performance using analytics tools; apply insights to refine editorial and distribution strategies
- Monitor audience behavior and engagement trends to inform content decisions and improve reach
- Engage with audiences on social media in a way that reflects WAMC's editorial standards and public service mission
- Uphold journalistic integrity, accuracy, and ethical standards in all published content

### Qualifications:

- Bachelor's degree in Journalism, Communications, Digital Media, or related field (or equivalent experience)
- 2-5 years of experience in digital content production, preferably in a newsroom or media organization
- Strong writing and editing skills with a background in journalism or storytelling
- Experience producing or managing email newsletters, ideally on a daily cadence
- Proven experience creating engaging social media content for a variety of platforms, including Instagram, Facebook, X, Bluesky, and TikTok
- Demonstrated experience using analytics tools (e.g., Google Analytics, newsletter metrics platforms, social media insights) to inform content strategy
- Experience working with audio content (podcasts, radio, or similar formats)
- Familiarity with CMS platforms and social media management tools
- Understanding of SEO best practices