

WMHT Educational Telecommunications

Public TV and Radio

4 Global View

Troy, NY 12180

POSITION GUIDE

Title: Online Managing Editor

Department: Communications

Type: Full Time | Exempt

Reports To: WMHT President and CEO

BROAD FUNCTION

The online managing editor will work to maintain and advance WMHT's interactive presence and trusted brand across the Web and mobile devices, from strategic planning to implementation through daily interactive production. While guiding the work of contract web developers, the online managing editor will assess the effectiveness of online and interactive initiatives through quarterly analytics analysis and will collaborate with staff to insure that interactive goals are being met across television, radio, education, corporate support, business and membership departments at WMHT.

CANDIDATE QUALIFICATIONS

- Minimum of two years' experience with online production work, preferably with a media organization.
- Bachelor's degree in related field.
- Strong journalistic writing and editing skills; familiarity with AP style a plus.
- Experience with creating engaging text, graphics, video and audio content for Web, social media outlets and mobile devices.
- Experience with Adobe suite of tools, particularly PhotoShop or comparable graphic design program.
- Working knowledge of HTML, FTP and Microsoft Office suite of tools.
- Experience with producing metadata and search engine optimization techniques.
- Familiarity with Google Analytics and ability to craft analytics reports with actionable suggestions.
- Strong communication and coordinating skills with internal and external colleagues.
- Adept at learning new content management systems quickly.
- Experience or familiarity with e-commerce a plus.
- Experience or familiarity with public media a plus.

RESPONSIBILITIES INCLUDE

- Produce, edit and maintain all text, graphics, video and audio content for the following sites:

- wmht.org
- video.wmht.org (local videos only)
- pbs.org (local content only)
- shopwmht.org
- nynow.org
- Produce, edit and maintain content—and train others in producing content—for social media outlets such as Facebook, YouTube, Twitter, Flickr, Google +, LinkedIn, reddit, etc.
- Guide contract web developers in building new Web tools and mobile apps.
- Actively monitor and manage departmental budget.
- Anticipate and respond to interactive needs of television, radio, education, corporate support, business, administration, development and membership departments at WMHT.
- Remain informed on developments and offerings from PBS Interactive and NPR Digital Services, assess viability of offerings, and, if deemed appropriate, work with these colleagues to implement new services of benefit to our users, viewers, listeners and supporters.
- Produce and schedule bi-weekly e-newsletter featuring engaging descriptions, graphics and links to compelling multimedia.
- Produce quarterly analytics reports and distribute to senior staff.
- Collaborate with TV and radio producers and other staff to develop interactive components for new programs as they are developed.
- Lead search for vendors and service providers as needed.
- Suggest and help to implement opportunities for cross-platform synergy.
- Suggest and help to implement opportunities for engaging new audiences and developing new revenue streams.
- Other duties as assigned.

AVAILABILITY

The position is available as of January 12, 2012 and will remain open until filled.

HOURS AND LOCATION

Monday-Friday, 8:30 a.m.-5 p.m. at WMHT, 4 Global View, Troy, NY, 12180. Occasional evening or weekend work may be required. Some schedule flexibility required.

SALARY

Commensurate with experience.

APPLICATION

To apply, send cover letter and resume to Valerie Flouton at vflouton@wmht.org or WMHT, 4 Global View, Troy NY 12180. **WMHT Educational Telecommunications is an Equal Opportunity Employer M/F. Qualified veterans, women, minorities and persons with disabilities are encouraged to apply.**

January 2012