

Category:

Media - Journalism - Newspaper

Position/Title:

DIGITAL CONTENT NEWS PRODUCER - WSFA

Details:**About Gray Media:**

Gray Media 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 WSFA:

For over 70 years, WSFA 12 News has been the dominant television and digital media station in Montgomery, Alabama. WSFA 12 News serves a 15-county DMA and is central and south Alabama's most trusted source for news, weather and sports information on-air and online.

Job Summary/Description:

WSFA 12 News in Montgomery, AL, is looking for a Digital Content Producer to join our digital team. The Digital Producer is responsible for producing news content for the station's digital platforms, including the website and social media accounts. This includes writing and reporting breaking and developing news stories, and generating high-quality news, sports, and entertainment content. This position may include weekend shifts.

Duties/Responsibilities include, but are not limited to:

- The producer will drive all things digital - working closely with the newsroom team, specifically producers, reporters and anchors.
- Qualified applicants will have experience generating written news content using AP Style for digital platforms.
- Experience with video editing, Photoshop, and social media is strongly preferred, as is a comfort with technical requirements such as setting up video livestreams and other back-end systems.
- We're looking for an enthusiastic producer with strong news judgment and the

ability to juggle multiple tasks at once without much supervision.

- Candidates must be able to execute and maintain news strategies and goals to provide competitive, 24/7 local digital content coverage for our news consumers.

Qualifications/Requirements:

- The successful applicant will be part of a five-person digital-specific team and must have at least one year of experience working with digital and social media for a news organization

- Need to be extremely well-versed in news writing, using a content management system, and the mechanics of Facebook, X, Instagram, TikTok, and Snapchat.

- Candidates must be a great communicator, great working with people, organized, and have excellent writing skills.

- College degree required – Journalism/English degrees are preferred.

*If you feel you're qualified and want to work with a great group of people go to <https://gray.tv/careers#currentopenings>, you may type in the job title, station call letters, or click on "**apply now**", upload your resume, cover letter, and references (Current employees who are interested in this position can apply through the **Gray-TV UltiPro self-service portal**)*

WSFA/Gray Media is a drug-free company

Additional Info:

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

Vacancy Type:

Full Time

Date Posted:

1/28/2025

Closing Date:

4/28/2025

City:

Montgomery - 36104

State:

Alabama

Contact:

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Apply Online URL:

<https://gray.tv/careers#currentopenings>