



ISSUED:4/14/2014

TITLE: **Digital Content and Communities Assistant**
SALARY

SCHEDULE: **B** PCLASS CODE: **PN356**

UNION: **P & A Local 1979, U.A.W.**

SALARY GRADE: **11** EEO CODE: **30**

FLSA: **Non Exempt** E-CLASS: **PN**

POSITION PURPOSE

Assist with the development of WDET's digital content and communications to reach and build relationships with new audiences. Implement strategies to grow WDET's online communities and engage members in a way that cultivates loyalty, user creativity and viral energy.

ESSENTIAL JOB FUNCTIONS

Assist with the creation and incorporation of daily content into the WDET website.

Collaborate with a network of staff journalists; cultivate relationships with a network of diverse contributors and source out of house material for incorporation into daily content streams.

Assist in quality assurance of all digital content.

Develop brand defining communications across multiple social media, social networking and UGC outlets with niche web communities and blog.

Engage and grow a wide, diverse community of listener advocates and foster WDET's ability to learn and adapt through perpetual audience and community engagement.

Serve in a liaison and resource capacity and remain current with industry developments and trends.

Assist in the gathering and preparation of data and audience analysis.

Perform related duties as assigned.

ADDITIONAL COMMENTS

Coordinate activities to provide content and increase participation in WDET's digital channels. Assist with the training and motivation of internal and external contributors. This position reports directly to the Digital Manager.

MINMUM QUALIFICATIONS

Graduation from an accredited college or university or equivalent combination of education and experience.

Major coursework in mass communications, broadcast journalism or related field preferred.

Reasonable previous related job experience.

Demonstrated experience developing digital/multimedia content through a CMS and in depth understanding of CMS software.

Reasonable understanding of HTML and CSS.

Proven ability to build and engage in communities through social media.

Superior verbal and written communication skills and attention to detail.

Strong analytical and problem solving skills, including high level understanding of digital metrics.

THIS DESCRIPTION IS INTENDED TO INDICATE THE TYPES OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF A SIMILAR KIND OR LEVEL OF DIFFICULTY.

