

Digital Coordinator: Job Description

WAKA Action 8 News is looking for a full-time passionate, talented and hard-working Digital Coordinator to assist in digital operations across multiple departments, including sales, promotions, and news.

The ideal candidate will play a critical role in execution, management, creation, and promotion of news and advertising content.

Essential Duties and Responsibilities:

- Pre-sale and post-sale exercises such as creation of sales presentation templates for events, promotions and sales packages
- Production and creation of daily, weekly, and monthly graphics, posts, videos, reels, shorts, and other content for the WAKA website and social channels; knowledge of scheduling posts on Facebook/Instagram. This will include both News content and Sales/Promotions content.
- Work with News management to create and publish news segments to the website for special promotions
- Be proactive in content discovery as well as ideas for helping to grow social and website followers and engagement
- Creation of ads to be used in targeted digital campaigns (i.e. banner ads, Facebook ads, etc)
- Assist in promotion of station events including creating designated landing pages on WAKA.com, online and social content to help promote the events, design of signage for certain events, assist in designs for event tshirts and giveaway items.
- Creation, execution, and fulfillment of station contests (contest page on website, social posts, contest functionality, occasional contact with contest winners)
- Website and social pages management and updates
- Create and interpret data analytics for website and social media traffic across WAKA digital platforms.

Requirements:

- Knowledge of digital media products and general knowledge of local media landscape
- Highly organized and able to multitask in a fast paced environment
- Excellent written and verbal skills
- Attention to detail; strong execution and follow up skills; highly proficient in double and triple checking all work
- Ability to handle multiple deadlines and priorities
- Proficient use of Microsoft Office Suite
- Bachelor's Degree in marketing, advertising, communications or a similar field
- Experience with web design or Word Press
- Graphic design experience is required
- Social media content creation and management experience is required; strong familiarity and comfort with Meta (Facebook and Instagram)

If this sounds like you, WAKA-TV / Action 8 News could be your next home!

Please send resume to jobs@waka.com. No phone calls please. EOE