

JOB OVERVIEW

JOB TITLE Social Media Producer

JOB PURPOSE

To create and publish social media content for the TV programs/ Online Websites that will generate buzz and viewership of the topics that are trending and most relevant. This involves working closely with the internal Production and Editorial Teams.

DUTIES & RESPONSIBILITIES

- Develop creative content extensions around the network's primetime shows on social platforms such as Facebook, Twitter, Snap chat, and Instagram.
- Produce Content that will drive people to watch the content rich stories on the show or website.
- To keep in mind rules and regulations of digital media platforms.
- General knowledge of technical specs related to all Digital Media Content.
- Develop and create stories for digital platforms.
- Develop content rollout strategy for social channels, balancing various stakeholder requirements to achieve network goals and business KPIs.
- Help develop social content campaigns for show launches, finales and other tentpole network programming and interactive initiatives.
- Shoot and edit photo and video assets for social distribution while on show sets, press events and other show-related engagements.
- Track performance of all social output to ensure both social engagement and business objectives are being met.
- Collaborate with producers, designers, and video editors to execute original graphics and video concepts.
- Creates and distributes relevant content through social media platforms and company websites.
- Researching topics for articles for the website; in addition to subjects for social media platforms.
- Writing and delivering the needed number of articles requested by the Executive or Content Producer.
- Working with the social media team on captions and extra stories that will be added to all social media platforms and website.

QUALIFICATIONS

- Bachelor's degree in Journalism, Communications, Public Relations, Marketing, or related field

KNOWLEDGE & EXPERIENCE

- Ability to interview, write, edit, and tell engaging stories
- Working knowledge of graphics, design, and photography
- Superior customer service skills and ability to maintain a quality standard consistent with the goals of the organization
- Must be able to function in a dynamic team environment
- Must be able to work on multiple projects concurrently
- Proficient in Microsoft Office applications (Word, Excel, PowerPoint, Outlook), WordPress, social networks, and online community-building
- Must have personal transportation (automobile) in good working condition
- Maintains knowledge of current trends and practices in content development, public relations, social media, and digital communications.

SKILLS & ABILITIES

- Computer skills, communication skills; HTML, CSS, Photoshop, photo, and video editing skills; familiarity with social media platforms, ability to multitask, good decision-making skills, teamwork skill.