



JOB OPENING NOTIFICATION

POSITION Digital Content Producer

ISSUED February 2025

LOCATION Oklahoma City

DEPARTMENT: Marketing and Communications

POSITION OVERVIEW:

OETA is on the lookout for a dynamic and creative full-time **Digital Content Producer** to join our Marketing and Communications team! Reporting to the VP of Marketing and Communications, you will be instrumental in enhancing our digital presence, building our follower base, and crafting compelling content that resonates with diverse audiences. This role is responsible for the end-to-end creation of engaging content, from writing and design to filming and posting, ensuring OETA's mission is vibrantly represented across all platforms. We're seeking a collaborative team player who thrives in a fast-paced environment and is eager to contribute innovative ideas to our mission!

KEY RESPONSIBILITIES:

Content Creation & Production (55% of time)

- **Conceptualize and Produce:** Lead creator for all social platforms, including Facebook, Instagram, X, and YouTube.
- **Visual Design & Video:** Design high-quality graphics and edit short-to-mid-form vertical videos using Adobe Creative Suite and Canva.
- **Copywriting:** Write compelling, platform-specific captions and headlines that align with OETA's brand voice and educational mission.
- **End-to-End Execution:** Handle the production process from inception to final export, ensuring all assets are optimized for their respective audiences.

Planning & Coordination (30% of time)

- **Editorial Calendar:** Develop and maintain a comprehensive monthly social media calendar to ensure a consistent and strategic posting cadence.
- **Inter-Departmental Collaboration:** Work directly with Programming, Education, and Membership departments to translate their goals into creative social campaigns.
- **Campaign Integration:** Ensure social content supports major station initiatives, such as broadcast premieres, special events, and fundraising drives.

Platform Management & Engagement (10% of time)

- **Daily Posting:** Manage the scheduling and manual posting of content to ensure maximum reach and engagement.
- **Community Management:** Monitor social channels to engage with followers, answer questions, and foster a positive and safe community environment.
- **Trend Monitoring:** Stay current on social media trends and tools to keep OETA's content fresh and relevant.

Other Duties as Assigned (5 % of time)

KEY QUALIFICATIONS

Technical Skills & Experience

- **Proven Content Portfolio:** 3+ years of professional experience in digital content creation, social media management, or multimedia production. A portfolio or link to past work (video, design, or writing) is required.
- **Multimedia Production:** Expertise in creating short-form vertical video, including filming, lighting, and audio basics.
- **Software Mastery:** High proficiency in Adobe Creative Suite (specifically Premiere Pro, After Effects, and Photoshop) and Canva.
- **Platform Expertise:** Deep understanding of the native features and nuances of Facebook, Instagram, Threads, X, YouTube, and LinkedIn.

Core Competencies

- **Copywriting & Editing:** Exceptional writing skills with the ability to pivot between educational, promotional, and community-focused tones.
- **Graphic Design:** A strong eye for layout, typography, and brand consistency to create static posts, carousels, and stories.
- **Project Management:** Experience using social media scheduling tools (e.g., Sprout Social, Hootsuite, or Later) and the ability to manage a high-volume editorial calendar.
- **Interpersonal Communication:** Ability to translate complex needs from different departments into simple, engaging social content.

EDUCATION QUALIFICATIONS:

- Bachelor's degree in Digital Media, Marketing, Communications, Graphic Design, or a related field.

- A passion for public media and OETA's mission to provide educational and impactful programming to the community.

ADDITIONAL INFORMATION:

- Available to travel to events throughout the state as needed.
- Available to work occasional night and weekend events.
- We encourage applicants with diverse backgrounds and a passion for public media to apply.

COMPENSATION

- \$40,000 to \$45,000. A generous benefit package, including health, leave, retirement, plus much more, is included.

HOW TO APPLY:

Send cover letter, application and resume to OETA, Human Resources, P.O. Box 14190, Oklahoma City, OK 73113, (405) 848-8501 or email employment@oeta.tv. Applications are available online at OETA.tv or in person at 7403 N. Kelley Avenue, Oklahoma City.

Please include a link in your resume to samples of your work, including social media campaigns, video productions, press releases, web/newsletter content, and any other relevant projects that showcase your creativity and ability to engage diverse audiences.

OETA IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER