



PBS North is seeking a talented professional to join our production team! PBS North is a leading public broadcasting station committed to delivering high-quality, educational, and entertaining content on multiple platforms. We produce a wide range of content, including documentaries, public affairs show, cultural features, and more.

POSITION SUMMARY:

The Content Producer for Online Platforms is a full-time position located in Duluth, Minnesota, renowned as Minnesota's gateway to the sea. We are seeking an innovative Digital Content Producer to develop content for the digital space to complement our broadcast programming. The ideal candidate should have a strong passion for public media, possess creative flair, and excel in producing captivating video content for digital platforms including Instagram. Candidates must be highly organized with a background in content creation and the ability to thrive within an industrious and dynamic team environment.

KEY RESPONSIBILITIES:

- Take a pivotal role in the production and curation of content for PBS North's online platforms, focusing primarily on current studio productions.
- Regularly produce, create, write, and edit online content, ensuring strict adherence to all intellectual rights and intellectual property documentation.
- Collaborate closely with in-studio producers to devise a strategic content roadmap, setting clear objectives for online audiences and ensuring content is informative, captivating, and aligned with our organizational mission.
- Develop Alt Text for social media posts to enhance platform accessibility.
- Conduct research, writing, and editing for multimedia platforms, encompassing web exclusives, reels, stories, and posts.
- Partner with our marketing team to cultivate viewership and engagement, actively engaging with online audiences through comment responses and activity monitoring.
- Execute content production efficiently, maintaining integrity while liaising with both external and internal stakeholders representing PBS North.
- Support and perform studio, field, and edit responsibilities as needed: teleprompter, director, camera, etc.

SKILLS & ABILITIES REQUIRED:

- Demonstrated proficiency in both verbal and written communication, essential for effective collaboration, content creation, and engagement with diverse audiences.
- Ability to work collaboratively and independently: capacity to function effectively within team dynamics while also possessing the autonomy to execute tasks independently, fostering productivity and synergy within diverse team environments.
- Understanding of multimedia content presentation: ability to discern optimal strategies for presenting content across various multimedia platforms, ensuring maximum impact and engagement.

- Proven experience in digital content production: track record of successfully creating innovative and compelling digital content, including digital shorts, stories, or Reels, showcasing creativity and engagement.
- Proficiency in adobe creative suite: working knowledge of Adobe Creative Suite tools, vital for executing content creation and editing tasks efficiently and effectively.
- Expertise in social media platforms and best practices: excellent knowledge and hands-on experience with Instagram, YouTube Shorts, and other social media platforms, including proficiency in key performance indicators (KPIs), crucial for optimizing content reach and engagement.
- Exceptional multitasking abilities: ability to manage multiple tasks simultaneously, demonstrating efficiency and adaptability in a fast-paced work environment.
- Excellent organizational and time management skills: meticulous attention to detail combined with strong project planning and time management abilities, ensuring tasks are completed accurately and within specified deadlines.
- Capacity for constructive feedback: ability to provide and receive constructive feedback gracefully, fostering continuous improvement and growth within the team.
- Demonstrated adaptability and team collaboration: proven capability to work effectively both independently and collaboratively within team structures, contributing positively to team goals and dynamics.
- Thriving in a fast-paced environment: ability to thrive in a dynamic, deadline-driven atmosphere with multiple projects and shifting priorities, maintaining a positive and enthusiastic demeanor while ensuring tasks are completed efficiently within a small team setting.

EDUCATION & EXPERIENCE:

- College degree in film, journalism, communication, or a related field required; or
- Minimum of 3 years of professional experience producing digital content; or
- Equivalent combination of education and experience

WORK ENVIRONMENT CONDITIONS:

High energy environment driven by hard deadlines. Position will require day-to-day multi-tasking, managing multiple projects simultaneously with times of change in direction and priority.

Interested parties should submit a cover email, resume, and completed application in confidence to applicant@wdse.org. Applications can be downloaded from the Careers page of our website.

Samples of work required upon application.

WDSE is an equal employment opportunity employer and does not discriminate based on race, color, religion, gender, age, national origin, citizenship status, disability, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status, or any other characteristic protected by applicable local, state, or federal law.