



JOB TITLE: Educational Content Producer

SUPERVISOR: Production Manager

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 Educational Content Producer is a full-time position located in Duluth, Minnesota, renowned as Minnesota's gateway to the sea. We are seeking an innovative producer to lead our intern/apprenticeship program as well as production on two of our most popular and engaging programs: Great Gardening and The Slice. The ideal candidate should have exceptional organizational skills, a strong passion for public media, possess creative flair, be social media savvy, and excel in producing captivating video content. Candidates must be highly organized with a background in leadership and content creation with the ability to thrive within an industrious and dynamic team environment.

ESSENTIAL DUTIES:

- Manage the PBS North production intern/apprenticeship program, including project tracking, hour logging, and progression through the program for the interns/apprentices.
- Manage and produce The Slice and Great Gardening, two of the most popular franchises from PBS North.
- Pitch, develop, and research story ideas in collaboration with our internal intern/apprenticeship program as well as leading local college and high school student outreach.
- The ability to tell high-quality, creative, educational, thoughtful, visual, and engaging stories through multimedia.
- Know, utilize, and instill the fundamentals of creative pre-production, including, but not limited to researching topics and story ideas that are driven by story, audience, and distribution platforms.
- Secure all requisite releases, identifying sources of information and visual materials, adhering to copyright and other legal standards.
- Work with other Producers and Production Manager to meet due dates, deadlines, and distribution dates.
- Edit content for various platforms in collaboration with the project team.
- Collaborate on promotional and social channels, in alignment with marketing.
- Understand and use Airtable and Teams, our project management software.
- Identify and coordinate project logistics with key collaborators, including conducting and coordinating interviews, locations, and creative cinematography, assuring efficient use of all station resources used to obtain multimedia elements of the program.
- Build relationships and partnerships with community organizations and individuals.
- Participate in weekly production meetings.
- Create content and programs in collaboration with Production Personnel.
- Create promotional materials with the Director of Marketing.
- Prioritize tasks and communicate effectively.

PERIPHERAL DUTIES:

- Act as producer and floor crew for live in-studio shows as needed.
- Assist the development department in their work to secure program production funding.
- Correspond with viewers seeking information about current and past productions.
- Assist on other station productions and act as back-up for other producers when necessary.
- Opportunities to appear on-air during pledge drives and other live or pre-recorded productions.
- Perform related special projects or other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Project leadership skills, including scheduling, time tracking, and project management.
- Ability to tell high-quality, educational, thoughtful, visual, and engaging stories through multimedia platforms.
- Know and utilize the fundamentals of creative pre-production including, but not limited to, researching topics and story ideas, driven by story, audience, and distribution platforms.
- Ability to manage time effectively.
- Demonstrate ability to prioritize tasks, set goals and put systems in place to achieve goals.
- Have a keen eye for details.
- Exceptional communication skills both written and verbal.
- Have a broad knowledge of the viewing area.

EDUCATION AND EXPERIENCE:

- Undergraduate degree in multimedia, communication, or journalism, or related work experience
- 1-2 years' experience in film or television production

PHYSICAL REQUIREMENTS:

This position requires frequent sitting, walking, verbal communication, nonverbal communication, use of sight, and use of hearing, and the ability to carry up to 40 pounds. This position also requires regular pulling/pushing, reaching overhead, and crawling or crouching.

Salary Range: \$50,000 - \$65,000 annually

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.

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