

Withers Broadcasting Companies

Withers Digital

DIGITAL/SOCIAL CONTENT MANAGER

Location: Withers Broadcasting, 901 S. Kingshighway, Cape Girardeau, MO

Hours: Monday through Friday from 8am-5pm with one-hour lunch. Weekends would only be required for special promotions and events.

Withers Broadcasting Companies seeks a full-time Director of Digital Content + Promotions for the radio stations KGMO-FM (100.7 KGMO), WKIB-FM (Mix 965), KREZ-FM (1047 The Bridge), KJXX (1019 The Block), KYRX-FM (97.3 Hank FM), KAPE (100.3 News Talk), KBXB-FM (B97.9), KBHI-FM (Rock 107), KRHW (Country Legends), WZZL-FM (106.7 WZZL), WREZ-FM (105.5 The Cat), WMOK (920 WMOK), WGKY-FM (95.9 GKY), and WRJJ-FM (104.3 WRJJ). These stations serve Cape Girardeau (MO), Sikeston (MO) and Paducah (KY).

Main Responsibilities:

Overseeing and implementing content (as designated by General Manager, Operations Manager, Director of Sales) on Social Media, Websites, and digital content platforms.

Coordinate Promotions and Events. Assist with EEO Compliance.

Responsibilities of the position include, but are not limited to:

Serve as webmaster for the station websites and oversee content posted on the websites.

(Some Air Staff could still be asked to have some responsibilities with regard to blogs, podcasts, community events, concert calendars, or other revenue generating ideas).

- Keep air staff sections and bios, air staff photos, on air schedules, contact info current on station websites

- Verify that music news is functioning properly on the websites

- Ensure that music videos (where applicable) are updated weekly on each website

- Answer listener emails as needed via the Contact Us Forms

- Keep Promo Reels updated on each site with pertinent station information and/or promotions

- Help with overall maintenance of High School Sports Website, and/or technical assistance.

Oversee content and workflow of station apps *(when available, much of which will be derived from the website)*

Oversee and implement daily and weekly content on the social media platforms of the stations, including Facebook (will include Withers Broadcasting Facebook), Twitter, Instagram, as well as other additional social media such as Snapchat, TikTok, Pinterest, YouTube, etc., as launched and/or needed.

Content should be daily and adhere to guidelines established by General Manager, Director of Sales, Operations Management, etc.

Position will work with leadership to establish expectations for each station.

Content may be scheduled in advance (via Social Pilot and/or other scheduling software)
Monitor messages/comments/review sections on social media and respond/edit/delete as necessary.

Monitor competitive websites and social media.

Oversee functionality of radio station Alexa Skills.

Create graphics and videos as needed for station promotion, social media, and other digital needs with the provided suite of Adobe Creative Cloud.

Be the leader in all things social and in-house digital and help GM/OM/DOS apply them to traditional radio.

Provide engagement, like, and other data for all profiles to the department heads at weekly department head meetings in Cape Girardeau.

Additional responsibilities could be assigned as this position will continue to evolve and be relatively fluid with the growing digital and social media trends.

Promotions/Events Responsibilities:

Work with GM/OM/DOS on potential promotions.

Keep an eye on the "idea" boards and/or calendars in building for potential, upcoming promotions. Generate bullet points of how ideas could be carried out from a programming perspective.

Monitor region's events that could turn into promotional events for the company and/or that could be incorporated as a feature for one or more individual stations.

Work with DOS to put together potential layouts for sales opportunities regarding the promotion. One or two sheet presentations with event/promotion details, graphics, eye-catching design.

Additional Responsibilities:

Additional income opportunities (outside of normal business hours) could exist with additional outside of the market video production. Such opportunities will be made available to all staff who learn or have video prod abilities. Additional income could also be available if hired candidate voice tracks or preforms live air shift(s).

Attend assigned after hours sporting events for social media coverage [this will typically be a state championship or otherwise important championship games]

In the event of a staff shortage, could be asked to answer phones and/or cover office.

Hiring requirements:

Reliable transportation and valid driver's license

Ability to operate a computer, including

Adobe Creative Cloud
Adobe Photoshop [required]
Adobe Acrobat [preferred]
Adobe Premiere [preferred, other video editing platforms could be considered]
Adobe Illustrator [preferred]
Audio Editing software (or willingness to learn)
Microsoft Office Suite
Social Media
E-mail

Send your resume and portfolio samples to: careers@mywithersradio.com OR find this position on Indeed.com and submit your resume. Please include this position in the subject. No phone calls please. Note: You may be asked to submit a portfolio of your graphic design work.

Competitive market salary offered for this full-time position [refer to Indeed.com post]. Only E-mailed applications/resumes and Indeed applicants will be considered. Health Insurance and 401k are available.

Withers Broadcasting is an Equal Opportunity Employer.