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WSB-TV

Project: Digital Engagement Specialist / WSB-TV Atlanta, GA

Project Summary:

America's No.1 local news station has a history of digital innovation and talent development, making it the perfect place for the next Digital Talent Program participant to launch a long career with Cox Media Group ([VIDEO: Digital Talent Program participants talk about mentorships, growth at WSB-TV](#)).

As a Digital Engagement Specialist at WSB-TV, our candidate will have access to resources not available at any other CMG property and will be embedded with a digital team that works every day to push the envelope when it comes to content and revenue generation

This specialist will be responsible for shaping strategies that drive millennials and new viewers to our digital platforms and our core broadcast products. Each day, the participant will help manage the company's largest news Facebook page and use that power to drive audiences to other digital tools, including e-newsletter products and OTT devices. They'll learn from long-tenured digital experts and will be allowed to experiment while learning and producing original content for our growing apps, YouTube channels and Atlanta's most robust news snapchat account.

Key Responsibilities:

- Work with digital team to produce high value content for WSB-TV Facebook page.
- Craft daily newsletter for millennials and work to grow subscribers.
- Use social promotions to increase downloads of news, weather, and traffic apps.
- Produce original digital video content for various OTT devices including Apple TV and Roku.
- Brainstorm and produce original digital video content for station's YouTube channel.
- Produce daily Snapchat stories using resources such as station news anchors, Clark Howard, meteorologists, or by working with reporters in the field during developing news stories.

Key Skills:

- Strong project management skills with the ability to relentlessly execute on all levels.
- Writing and copy editing experience necessary.
- Knowledge and expertise in the main social media platforms preferred.
- Knowledge and expertise in video production preferred.
- Active consumer of multiple news apps.
- Experience developing story lines in Snapchat mandatory.
- Demonstrated ability to work independently and exercise sound judgement.
- Excellent communication skills, both written and oral.
- Ability to work with key stakeholders from all departments a must.

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Performance Objectives & Deliverables:

- Create content for various email newsletters.
- Development of strategies to increase newsletter subscriptions, especially among millennials.
- Create content for social media platforms, including SnapChat, Instagram and Twitter.
- Brainstorm and create video content that can be used on OTT apps.
- Create video content and programming to feed YouTube channels.
- Expand knowledge of a major working website, including absorbing social media strategies.
- Becoming proficient in Lakana, the content management system for TV websites.

Deliverables/Milestones:

At the end of an intense one-year training program at WSB-TV, our Digital Talent Program candidate will be prepared to launch a long-term career with Cox Media Group. Armed with the knowledge of working in the biggest TV newsroom in America, they will be prepared to help any of our properties succeed on a variety of levels. They will need to achieve these milestones:

- Expert knowledge of content production for Facebook, Twitter, Instagram and others.
- Measurable growth in email newsletter subscribers, open rates and click through rates.
- Measurable growth in news, weather and traffic app downloads.
- Consistently created content for OTT devices that can be sponsored.
- Expert knowledge of digital video production.
- Measurable growth in Snapchat followers.

Interfaces:

- Department interfaces:
 - News department (digital content team)
 - Sales department (digital sales team)
 - Marketing department (social media team)

Candidate will also support digital efforts for Public Affairs and Programming departments

Creating this additional content opens up new revenue streams for WSB-TV. It is a major focus to drive our newsletter subscription base to bring viewers back to our owned platforms and minimize the reliance on Facebook as a traffic driver. Video content produced for our OTT devices, website and YouTube channel creates more sponsorship opportunity while driving engagement time with our products. Managing social media channels like SnapChat allows us to reach new audiences to promote not only our digital products but our broadcast product.

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