



ISSUED: 9/09

TITLE: WDET Digital Content Communities Specialist

SALARY
SCHEDULE: B

PCLASS
CODE: PE349

UNION: P & A Local 1979, U.A.W.

SALARY
GRADE: 12

EEO
CODE: 30

FLSA: Exempt

E-CLASS: PE

POSITION PURPOSE

Develop, implement and administer plans and programs designed to define, execute and grow WDET's online communities and develop a 360 degree understanding of its members in order to cultivate loyalty, user creativity, and viral energy.

ESSENTIAL JOB FUNCTIONS

Develop and implement a strategic plan for the creation and incorporation of daily content into the website. Collaborate with a network of staff journalists; cultivate a broad, diverse network of guest bloggers and contributors and scout and source out-of-house material for incorporation into the daily content stream. Provide insight and direction regarding formatics, style and tone and oversee the trafficking, creation and quality assurance of all content.

Deliver highly effective, brand-defining communications across multiple social media, social networking, and UGC outlets, along with niche web communities and blogs. Engage and grow a wide, diverse community of listener advocates and foster WDET's ability to learn and adapt through perpetual audience engagement.

Define the editorial and content management processes of this work center and, in collaboration with the Program Director, motivates a group of contributing authors from WDET's news and editorial areas. Work closely with the station management, who will also regularly contribute content.

Develop and maintain effective working relationships with internal and external contacts to improve operational efficiency and meet station standards and goals. Serve in a liaison and resource capacity and remain current with industry developments and trends.

Provide audience analysis. Collect and interpret data, provide customized analysis products for stakeholders and maintain effective working relationship with data vendors.

ADDITIONAL COMMENTS

Plan and coordinate activities required to provide content and increase participation in the WDET website. Position functions require the incumbent to cultivate, influence and motivate internal and external contributors and serve as a resource for the stations on line communities. This position reports directly to the Program Director and interacts with university officials and executives.

MINMUM QUALIFICATIONS

- Graduation from an accredited college or university with major coursework in mass communications, broadcast journalism or related field.
- Reasonable previous job experience with demonstrated strength in cross departmental execution.
- Knowledge of popular culture, entertainment trends and pertinent technology.
- Superior oral, editorial and written skills.
- Effective interpersonal and customer relations skills. Demonstrated ability to influence and motivate others.
- Strong analytical and problem solving skills including audience and marketplace analysis.
- Strong project management skills.
- Strong interpersonal skills are required for interaction with internal university clients.

THIS DESCRIPTION IS INTENDED TO INDICATE THE TYPES OF TASKS AND LEVELS OF WORK DIFFICULTY THAT WILL BE REQUIRED OF POSITIONS THAT WILL BE GIVEN THIS TITLE AND SHALL NOT BE CONSTRUED AS DECLARING WHAT THE SPECIFIC DUTIES AND RESPONSIBILITIES OF ANY PARTICULAR POSITION SHALL BE. IT IS NOT INTENDED TO LIMIT OR IN ANY WAY MODIFY THE RIGHT OF ANY SUPERVISOR TO ASSIGN, DIRECT, AND CONTROL THE WORK OF EMPLOYEES UNDER THEIR SUPERVISION. THE USE OF A PARTICULAR EXPRESSION OR ILLUSTRATION DESCRIBING DUTIES SHALL NOT BE HELD TO EXCLUDE OTHER DUTIES NOT MENTIONED THAT ARE OF A SIMILAR KIND OR LEVEL OF DIFFICULTY.

