



Digital News Director -WINK-TV

Southwest Florida's CBS affiliate, is searching for a Digital News Director who will serve as a member of WINK's management team and spearhead the creation and publication of engaging, compelling news content across digital, mobile, app, OTT and social media platforms for WINKNEWS.com.

The visionary news leader will work closely with the senior management to prioritize and set short and long-term digital content goals. This includes, but is not limited to, breaking news coverage, unique project content, franchise support, social media, mobile apps, and digital platforms. The ideal candidate must have an eye for detail, know and practice the AP style, love to lead and provide feedback to a team hungry to win.

RESPONSIBILITIES:

Oversee daily digital newsgathering team, and web producers.

Break news regularly.

Manage the digital content team in both news and programming and lead digital strategy to grow multi-platform content, audience, and engagement.

Regularly collaborates with senior news management on planning for big news events, investigative efforts and station community engagement events.

Be the voice of innovation in the newsroom and inspire others to follow your lead towards the creation and maintenance of a true multi-platform workflow.

Lead our content teams to develop workflows that deliver our content 24/7 across current and future platforms with storytelling that is optimized for each screen.

Oversee all station efforts in social media and other emerging platforms.

Lead the content team in identifying new content types and innovative technologies that help us reach, engage and serve new audiences.

Create unique, engaging, and shareable content.

Guide a robust effort to regularly acquire user generated content

Teach, coach, and mentor our content teams in best practices for writing and producing for digital and social platforms.

Skillfully use social media and digital tools to engage with our audience, research, monitor, discover and distribute content.

Bachelor's degree in journalism, communications, or equivalent experience in the field.

Solid journalistic judgment and a news philosophy that emphasizes accurate, fair, and unique local content, along with community engagement.

A deep understanding of SEO best practices for articles, images, and video.

Ability to calmly handle live, breaking news situations and keep up with the rapid pace of news.

This is an on-site position only.

BENEFITS:

Full-time new hires: Eligible to participate in all Company benefit plans, including:

Health, Dental, Vision Insurance, and HSA

1st of the month after 30 days employment

Subject to plan terms

Eligibility for company-paid benefits such as life insurance & EAP and employee-paid benefits such as short- and long-term disability

PTO - Earned on Accrual Basis

Company-Paid Holidays

401(k)

Contact: mark.gilson@fmcbmail.com