

KSBJ Digital Strategist

Serves as a member of the Communications team and reports directly to the Senior Director of Communications. The digital strategist provides both digital strategy and direction in identifying, analyzing and leveraging web and user data to understand behavioral patterns to enhance the experience of the KSBJ and KSBJ HD2 community.

Other duties Include:

Elevate KSBJ & KSBJ HD2's online presence by incorporating the cutting edge online and mobile technology tools necessary to enhance the online community experience

- Responsible for supporting the on-air relationships through online community management and "tunneling," setting the tone for online conversations through social network channels
- Develop online promotional strategies, that connect the radio experience to the online relationship
- Perform marketing strategy across email, SEM/SEO, social media and competitive intelligence for KSBJ & KSBJ HD, to increase web traffic
- Knowledge of and ability to build social media strategies
- Manage daily content and integrity of KSBJ HD2 website and maintain website content policies
- Must be able to recognize patterns as well as new features and functions on KSBJ HD2's website that would improve efficiencies and ensure site integrity
- Responsible for reporting website issues with the KSBJ technology team and web design firm
- Provide creative direction and serve as project manager for all new KSBJ HD2 web development
- Responsible for troubleshooting and maintaining site functionality
- Manage all KSBJ HD2 multi-media galleries used for KSBJ HD reporting
- Coordinate KSBJ HD2 audio and video production
- Develop basic web based creative such banners, html e-blasts, etc.
- Conduct primary research for KSBJ HD2 and provide qualitative analysis on a monthly basis
- Serve on the KSBJ Heartbeat Youth Council
- Any other work as assigned

Qualifications

- 2-3 years experience in business, web strategy or online marketing background, bachelors degree preferred and familiarity with HD radio technology, a plus
- Must have a passion for Christian music and be knowledgeable, conversant and demonstrate an understanding of KSBJ & KSBJ HD2's audience and the Christian culture at-large
- Possess a strong connection with community both online and offline and be comfortable in building relationships both online and offline
- Must be relatable to teens
- Willing to work within flexible schedules and participate in external KSBJ HD2 station promotions
- Candidates must be proactive, detailed oriented, and possess strong written and oral communication skills (including presentation).
- Experience cross-industry (at a minimum technology)
- Web strategy or online marketing/advertising experience a plus
- Search experience – SEO/SEM
- Proficiency in Excel and Power Point
- Basic understanding of Adobe Photoshop and HTML
- Familiarity with Omniture and other web analytics tools, preferred
- Familiarity with mobile technology applications, preferred

To Apply:

Resumes should be mailed to:

Human Resources, 1722 Treble Drive, Humble, Texas 77338 or email

DigitalStrategist10@ksbj.org

We are an Equal Opportunity Employer M/F/D/V