

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
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Title: Social Video Specialist
Department: Content
Reports to: Director of Production
FSLA Status Full-time, Exempt
Salary: \$40,000 plus fringe benefits
Term: Two years with possible option for extension
Version: 1.0

Alaska Public Media (AKPM) is launching a digital content initiative that will leverage public media’s unique local/national infrastructure to expose high school students in our area to tools and resources that will help them discover well-paying, in-demand careers and industries which may not require traditional educational pathways. The program is called Jobs Explained and is an expansion of AKPM's Alaska @ Work.

The Social Video Specialist for Jobs Explained will work closely with AKPM's Content team to develop, curate, and create videos that inform teens on Instagram Reels and other social media platforms about in-demand careers and career pathways they likely haven’t considered, with an emphasis on the Transportation industry. The ideal candidate will have demonstrated experience in writing, filming, producing, sourcing information, collecting digital assets, publishing, editing digital video and have a deep familiarity with vertical video content.

We are looking for someone who is responsive to data and knows how to read and respond to content metrics. If you are an enthusiastic digital content creator who loves public media and has a deep understanding of content that engages young audiences, we want to talk to you.

AKPM is the source of PBS television, NPR radio, and stewards the statewide AKPM News network.

Characteristic Duties:

Collaborates with the project team to coordinate the development, production, and delivery of Instagram Reels/TikTok content supporting the overall goals and objectives of the initiative

Produces at least 3 vertical videos each week that adhere to project templates and appeals to youth audiences

Creates content for social video-forward platforms

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Creates, maintains, and consistently uploads content to the AKPM Instagram page and TikTok

Maintains the Alaska @ Work webpage for AKPM with support from web team

Identifies emerging trends, opportunities, and influential content creators on Instagram/TikTok focused on careers, jobs, and pathways to employment

Attends weekly virtual meetings with other public media Jobs Explained Social Video Specialists to share successes, best practices, and advice

Provides internal updates on performance metrics and assists in drafting regular updates and reports

Perform other duties as assigned or delegated.

Skills and Experiences:

- Associate's degree and/or a High School diploma (at minimum).
- A minimum of two (2) years working in digital video production or social media content creation (candidates with demonstrated success but less experience will be considered)
- Social media-savvy with popular social media platforms (Facebook, Instagram, YouTube, etc.)
- Creative thinker who can look at current platform trends and find innovative ways to tell a story in a digital video
- Ability to provide samples or a portfolio of created social media video content
- Ability to work with individuals at all levels within the organization
- Good organizational, interpersonal, and oral/written communication skills
- Good planning, adaptive, and problem-solving skills
- Solid writing and copy-editing skills, ability to self-edit your own work
- Proficiency in Google Analytics, Google Docs, Google Drive and MS Office (Word, Excel, PowerPoint), and Adobe Creative Cloud (Photoshop, Premiere, etc.) and Microsoft Office
- Some understanding of digital metrics/KPIs

Applicants with experience in content production for young people, promotions, digital design, education, or social improvement projects are strongly encouraged to apply.

The selected applicant may be occasionally required to participate in evening and weekend events.

Allowable substitution

If necessary, alternative combinations of education and experience will be evaluated by the Human Resources Office for comparability.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations ➤ Communicate effectively.
- Apply critical thinking and problem solving skills.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgement for the prompt completion of responsibilities.

Jobs Explained Initiative Goals:

- Expose teens to in-demand careers and industries in Alaska that provide opportunities for advancement, training, and a livable wage. The emphasis is on the Transportation industry and related careers.
- Reach teens on the social media platforms where they most frequently consume content, including Instagram Reels & TikTok
- Support the community by addressing local employment needs using the power of public media as a trusted convener, storyteller, and leader
- Enhance existing workforce development initiatives and build on the success of previous public media workforce development initiatives
- Empower public media stations to embrace new production models and digital platforms to create content for, with, and by youth
- Create sustained impact and transformation by connecting students, employers, and workforce development programs

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

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Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

AKPM is committed to helping employees face the demands of juggling work, family and personal obligations by offering a number of possible remote and flexible work arrangements. These arrangements provide employees with increased flexibility with their work schedule while allowing AKPM to maintain a progressive and productive work environment.

This position will be considered for remote and/or flexible work arrangements on a case-by-case basis in situations where creative work schedules have been shown to accomplish both work and personal goals, to provide coverage for individual department operations and to serve AKPM as a whole with increased productivity at no expense to quality output.

Alaska Public Media is an equal opportunity employer.

I, _____ have received a copy of this job description _____.
(Print Name) *(Date)*

Employee signature _____