



ABC11/WTVD, the ABC owned station in the fast growing Raleigh-Durham market, is looking for a Director of Digital Strategy and Audience Development. Working closely with news, marketing and sales, this person will devise and execute digital strategies that promote growth and engagement, evaluate metrics and set benchmarks to help refine the strategy, assess external trends and determine their potential relevance and impact internally, develop best practices for each platform based on analytical data, and lead new content and product development across all digital platforms, including the web, mobile and social media. This is a high energy, hands-on position in a fast paced and competitive environment where the landscape can change very quickly. The candidate must be nimble and flexible as necessary, exhibit a passion for the field and have strong interpersonal skills, along with the ability to lead, influence and effectively work and communicate with diverse individuals in multiple departments. Candidate must also have a proven ability to plan, develop and implement digital strategies that produce results, have a solid knowledge of optimization, and understand social media metrics. Experience working in a news environment is a plus.

Resumes and cover letter should be sent to: Andrea Mobley, executive assistant, WTVD/ABC11, 411 Liberty Street, Durham, NC 27701.