

## Digital Content Coordinator (WNXP)

### Position Description

WNXP, a part of Nashville Public Radio, seeks a Digital Content Coordinator to manage and organize online content across websites, social media, and other digital platforms. They create, edit, and publish content, ensure brand consistency, coordinate content schedules, and track performance to optimize engagement and reach.

The Digital Content Coordinator shapes how WNXP shows up for its audience across every digital touchpoint: social, web, and email. They make the day-to-day calls on tone, timing, and content choices within WNXP's established voice, and they carry that voice through execution: posts, video, events, the newsletter, and website.

[Click here](#) or copy and past the link below to apply.

<https://recruiting.paylocity.com/recruiting/jobs/All/df808766-ee16-48b6-a760-8f00bd54e480/Nashville-Public-Radio>

### ESSENTIAL RESPONSIBILITIES

#### Content and Brand Voice

- Apply WNXP's established brand voice consistently across every channel, making sound day-to-day calls on tone, timing, and content choices.
- Understand WNXP's audience and how they engage, and use that understanding to guide what gets made and how it's framed.
- Support social, promotional, and fundraising content efforts alongside other teams.
- Stay current on platform and audience behavior shifts, and flag what they might mean for WNXP's approach.
- Develop and curate content for all WNXP social platforms, with emphasis on Instagram, TikTok, and YouTube.
- Create and edit written, video, and photo content.
- Attend specified events and produce live social content on-site.
- Interact with the WNXP audience directly: respond to messages, comments, and inquiries in the brand voice.

#### Collaboration Across Teams

- Work with the development and corporate sponsorship teams, on promotional commitments.

- Coordinate with the corporate sponsorships team on deliverables tied to underwriting and partnership agreements.
- Stay connected with other digital roles across Nashville Public Radio to keep content consistent and avoid duplication or conflicts.

#### Digital and Editorial Operations

- Compile and send WNXP's weekly e-newsletter.
- Assist in editing and coordinating content on WNXP.org.
- Execute digital requirements for WNXP's giveaways.

#### **REQUIRED TECHNICAL SKILLS**

- Ability to shoot and edit short-form video and photos for social and web, using tools such as Adobe Premier Pro, Lightroom, or other similar programs.
- Ability to produce on-brand graphics, social templates, and simple web assets in Canva, Adobe Express, or similar programs while working within existing brand guidelines.
- Experience planning, publishing, and managing content on Instagram and TikTok, including Reels, Stories, and native platform features; familiarity with Facebook, LinkedIn, or YouTube is a plus
- Experience updating pages, posts, and media in WordPress (or a similar CMS), including basic formatting, image optimization, and SEO fields.
- Working knowledge of platform algorithms, trends, and feature changes, with the ability to adjust content approach as best practices shift.
- Familiarity with scheduling and analytics tools such as Later, Sprout Social, Hootsuite, or native platform insights.

#### **WHAT WE'RE LOOKING FOR**

- Ability to write and adapt copy in an established brand voice across formats, from captions and short-form posts to web copy and email.
- Basic copyediting skills, including attention to grammar, consistency, tone, and accuracy before publishing.
- Ability to use engagement data and audience behavior (reach, saves, shares, comments, watch time) to inform day-to-day content decisions and recommend adjustments.
- Comfortable collaborating with marketing, partnerships, and other internal teams to balance competing priorities, including incorporating sponsor deliverables into content while maintaining brand integrity and audience trust
- Any DJ experience is preferred

#### **COMPENSATION AND BENEFITS**

## Salary

We're offering a starting salary of \$60,000.00 commensurate with your experience level.

## Benefits

- Full health, dental, and vision benefits. As well as employer paid life and long-term disability insurance and Employee Assistance Program.  
401(k) with employer match
- Generous Paid time off and holidays
- Paid medical and parental leave

## **POSITION TYPE / EXPECTED HOURS OF WORK**

This is a full-time, salaried, exempt position. Days and hours of work vary, though this is an office-based position. This individual will often work evenings and weekends.

## **PHYSICAL DEMANDS**

The employee in this position is frequently standing, walking, or sitting; using hands to finger, handle, or feel; reaching with hands and arms, and talking or hearing. The employee in this position may regularly lift up to 20 pounds.

## **ABOUT NASHVILLE PUBLIC RADIO**

Nashville Public Radio is a community-licensed nonprofit serving Middle Tennessee through trusted news, engaging music, and distinctive cultural programming across 90.3 FM WPLN News, the NashVillager, 91.1 FM WNXR, Nashville Classical Radio, and multiple digital platforms. Our award-winning newsroom, WPLN, delivers context-rich reporting that amplifies voices often underrepresented in media. Our music discovery station, WNXR, is where lovers and creators of music connect — convened by local music experts with handpicked music that expresses the depth, breadth, and diversity of the Nashville music scene. We are a collaborative, high-performing team with strong national partnerships and a deep commitment to supporting our journalists and creators both professionally and personally. Our values are:

- To operate the station at the highest level of professional standards and integrity.
- To be responsive to our listeners, members, supporters, and public.
- To exhibit mutual respect for our peers and audience.
- To value the member and community support that our station receives.
- To work together in an environment that encourages participation and sharing of the decisions that affect the station and our listeners.

Nashville Public Radio is committed to diversity, equity, and inclusivity in our hiring. Nashville Public Radio is an equal opportunity employer. All qualified applicants will receive consideration for

employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, national origin, race, religion, sex, sexual orientation, or status as a protected veteran. As part of this commitment, we will ensure that persons with disabilities are provided with reasonable accommodation.

*The job profile is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, and/or new ones may be assigned at any time with or without notice.*