

Category:

Media - Journalism - Newspaper

Position/Title:

Contributor/ Fill-In Host - 014838

Details:

11Alive/WXIA-TV is seeking a full-time, skilled, experienced Contributor/Fill-In Host with a mind for producing great television to join the Atlanta & Company team. If you have a knack for connecting with people in the community and are adept at finding those "golden nuggets" that not only make a story sing but can also produce that story into a high-energy package/segment, then Atlanta & Company wants to hear from you.

Atlanta & Company is the only locally produced, live, lifestyle sales integration show that brings daytime viewers an intimate look at the faces, places, and things that make metro Atlanta thrive. As the Contributor, you will interview interesting people, highlight the hottest hangouts, amplify local events, and help our audience discover products and services that improve their daily lives. You'll produce and front content for all platforms and enterprise original segments from the community that bring people together.

Responsibilities:

- Produce, shoot, write, and edit paid and unpaid lifestyle content for TV, web, and social
- Work with clients and sponsors to develop integrations that achieve their business goals
- Coach clients and guests who may be new to the television process
- Write and post articles for the web, post photos and video content to social media, and respond to comments on Atlanta & Company social platforms
- Collaborate with producers on generating ideas for show content and paid segments
- Occasionally serve as host or co-host, whether in-studio or on-location
- Prepare for all segments by thoroughly researching topics, clients, and guests
- Represent Atlanta & Company and 11Alive at community and non-profit events
- Other responsibilities as assigned by the senior producer or director of marketing