

Job Title: Web Producer (Student Worker)

Location: Roy Howard Community Journalism Center, The University of Southern Mississippi (Hattiesburg Campus)

Position Type: Part-Time (20 hours per week, flexible scheduling)

About the Role

The Roy Howard Community Journalism Center is looking for a Web Producer to help manage and optimize our digital content. This role is ideal for students interested in web publishing, digital journalism, and audience engagement. As a Web Producer, you will be responsible for posting and optimizing stories for the website and monitoring site analytics and traffic trends to improve performance.

Key Responsibilities

- Post and format news stories on the RHCJC website using a content management system.
- Optimize headlines, meta descriptions, and story structures for SEO and audience engagement.
- Monitor website analytics and traffic patterns using tools like Google Analytics.
- Identify and implement strategies to increase page views, time on page, and engagement.
- Ensure multimedia content (photos, videos, and links) are properly embedded in stories.
- Work with editors and reporters to improve digital storytelling for online readers.
- Troubleshoot web-related issues and maintain best practices for digital publishing.

What We're Looking For

- Basic experience with content management systems (WordPress, etc.) (preferred but not required)
- Understanding of SEO, web formatting, and digital best practices (or willingness to learn)
- Ability to analyze web analytics and use data to inform decisions
- Strong attention to detail and ability to ensure accuracy in digital publishing
- Interest in journalism, digital media, or web management
- Ability to work independently and as part of a collaborative newsroom team

Benefits of This Role

- Gain hands-on experience in digital publishing and audience optimization.
- Learn SEO, analytics, and web strategy skills valuable in journalism and marketing careers.
- Build a portfolio of optimized digital content for professional opportunities.
- Work in a fast-paced newsroom environment with opportunities to experiment and innovate.

How to Apply

- Interested students should apply at www.rhcjcnews.com/jobs.
- We encourage applicants from all backgrounds to apply. No prior journalism experience is required — just a passion for storytelling and a willingness to learn!