



We Get Family

Job Description:

Job Title: Program Planning and Scheduling Analyst

Reports to: VP, Programming

Location: Atlanta, GA

Status: Exempt

Essential duties and responsibilities:

Analysis

- Compile movie performance index database and perform analyses.
- Forecast series usage.
- Perform grid reviews for changes and/or strategic opportunities.
- Review contract changes and analyzing planning impacts.
- Update movie grade/index each quarter, based on ratings information provided by Research.
- Maintain competitive calendar with all premieres, finales, major sporting events, original movies and all other major events that could affect viewership of UP programming. Report all changes and additions to VP.
- Assist in the preparation of the movie and series needs analysis.

Scheduling

- Verify and schedule episodes, specials and movies according to expected rotation, delivery and the programming strategy.
- Prepare and distribute approved program schedules internally.
- Maintain grid release schedule, ensuring that all programming grids are released 3 months in advance.
- Main point of contact for EPG listing services, communicating all schedules and changes per deadlines. Contacts each when new original or big event is scheduled. Also responsible for following current process of checking each cable provider's guides to ensure accuracy of listing information for all new/original programming.
- Request all new series and movie artwork from Network Operations and send listing services updates with all artwork.
- Distribute appropriate programming information to CMC and all internal and external contacts.
- Work with Senior Manager to ensure that appropriate version/length is chosen for time slot and communicating issues.
- Attach formats to each title in SIMS, based on Traffic's specifications.
- Create and distribute monthly Programming Priorities document, including all original titles (episode numbers, descriptions, premiere dates), marathons and movie acquisitions.
- Prepare Multiplatform planner and provide metadata for each title to Network Operations. Collaborate with Marketing on promo messaging for all Multiplatform assets.
- Enter all program contract information into SIMS.
- Schedule music blocks as needed in Selector, primarily while in holiday programming.
- Main point of contact for music video acquisitions. Work with Network Operations to get each accepted video ingested.
- Screen content as needed and provide feedback to Senior Manager.
- Other special projects as assigned.



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Education/Experience:

Bachelor's degree (B.A.) or equivalent from four-year college or university. Creative insight and experience working as part of a team with the ability to exercise autonomy to fulfill complicated projects; Effective communication skills in both verbal and written form; Attention to detail, ability to prioritize, multi-task and meet deadlines.

Computer skills:

To perform this job successfully, an individual must have proficiency with the PC platform, MS PowerPoint, Word and Excel. Working knowledge of program management systems is a plus. This position will be required to become an expert in SIMS.

Supervisory responsibilities:

This job currently has no supervisory responsibilities.

Application Process

To apply, submit your resume to Human Resources at recruiting@uptv.com

For information on our company, visit www.uptv.com