



Job Title: Coordinator, Content Strategy, Acquisition & Development
Reports to: VP, Content Strategy, Acquisition & Development
Location: Atlanta, GA (Hybrid)
FLSA Status: Exempt

Summary

As an integral member of the Content Strategy, Acquisition and Development team, this position will be focused on programming/scheduling, windowing and inventory management across all UP Entertainment brands and platforms, working closely with each brand manager. The coordinator will work with team members to finalize schedules across all platforms, including: participating in strategy meetings; scheduling all episodes and movies; providing suggestions for stunts across the year; managing conversations with sales on scatter as needed; offering scheduling recommendations for series and movies; and identifying upcoming expirations and alerting department heads.

Essential Responsibilities

- Maintains series runs tracker across all series to accurately project runs needs across brands.
- Manage Wide Orbit scheduling across brands. Includes proofing and QC-ing schedules to ensure proper rollout of programming plans.
- Manage programming metadata such as storylines, content ratings and premiere indicators on available listing services and serve as contact for third-party metadata teams.
- Manage release of monthly and weekly programming listings across brands.
- Manage release of programming grids and serve as internal department contact for Marketing, PR, Ad Sales, Creative Services and Net Ops
- Maintain monthly and quarterly highlights documents and liaise cross-departmentally to ensure accurate information flow. Is point person for addressing ad hoc questions and concerns with other teams.
- Maintain VOD documents across brands, ensuring monthly content minimums are calculated and maintained while selecting appropriate content to support overall programming initiatives. Work closely with Content Distribution and Marketing contact to ensure distributor priorities are addressed.
- Liaise with Net Ops to track asset delivery, working closely with Content Services to ensure asset delivery deadlines are kept and working through any potential issues with leadership and Business & Legal Affairs as needed.
- Maintain development documents for Aspire TV and work with Sr. Director of Content Strategy and Development to ensure production schedules, pitch documents and Aspire Studios development slate are in order and up to date
- Work with the Sr. Director of Content Strategy and Development for all platforms to screen content as it is submitted for review.



- Work with the Sr. Director of Content Strategy and Development for all network/platforms to review scripts and provide notes as needed. Will help to identify scripts that have potential for acquisition and provide concise notes on any problem areas.
- Liaise with legal on deal memo tracking to maintain a smooth pipeline of delivery
- Is the point person for the Urban Indie Film Block and will work with all film makers on asset delivery and all communication.
- Works with the Sr. Director of Content Strategy and Development to provide appropriate content ratings for all upcoming programming on UP and UP Faith & Family.
- Review content for consistency with current content standards, and flag/escalate for further review as needed. Recommend potential adjustments to the current content standards.
- Assists with ad-hoc projects as needed.

Education/Experience

Bachelor's degree (B.A.) or equivalent from four-year college or university. Minimum of 2 years of program planning/scheduling experience in cable.

- Ability to organize information into a concise, highly persuasive presentations.
- Media research experience a plus.
- Effective communication skills in both verbal and written form.
- Strong attention to detail.
- Ability to prioritize, multi-task, and meet deadlines in a fast-paced environment.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Office Suite including Word, PowerPoint, Excel, and other relevant internet software. Familiarity with scheduling software applications, such Wide Orbit, strongly preferred.

Supervisory Responsibilities

This job currently has no supervisory responsibilities.

Other

This is a hybrid job role, with a combination of telecommuting workdays and in-office workdays.

The Company has a policy that requires employees who enter our offices be fully vaccinated against COVID-19. Our policy is subject to and complies with applicable law.

Other

Apply for this position online at:

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/70230-coordinator-content-strategy-acquisition-development>