



Job Description

Job Title: Digital Content Coordinator

Reports To: Digital Brand Manager

Location: Atlanta

FLSA Status: Exempt

SUMMARY

The Digital Content Coordinator for writing and publishing content on our AspireTV digital properties in various formats, like social media posts, newsletters, blog articles, app and landing pages. The ideal candidate is a self-starter, data driven, detail oriented creative professional who is skilled in the management of social channels and SEO. Ultimately, an exceptional Digital Content Coordinator will promote collaboration between internal stakeholders to ensure consistency in our brand outputs.

WHO WE ARE

UP Entertainment, home to UPtv, UP Faith & Family and AspireTV, is the destination for positive and authentic storytelling that is relevant to each network's audience. UPtv, the trusted network for uplifting entertainment, offers exclusive premiere movies, uplifting theatricals and beloved series. UP Faith & Family, America's favorite streaming service for families, gives instant access to the best in family and faith-friendly entertainment anytime, anywhere, and AspireTV is the leading network for Black and urban lifestyle programming.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Research topics to engage our audience using our data insights in partnership with data scientist and research.
- Prepare well-structured and comprehensive content calendars to share with stakeholders.
- Using keyword research and SEO guidelines for the purpose of optimizing content.
- Create and distribute low complexity digital content (videos, posts, articles, listicles, show description, etc) to publish in our multiple digital channels, including updating content on the website as needed.
- Partner with the creative team or marketing operations to produce complex content and experiences as needed.
- Work with data scientists and marketing operations to ensure content is tagged and tracked via our data stacks for ongoing reporting (web traffic, bounce rates, conversions/opt-ins, engagement).
- Increase audience following across social media, search ranking in our website downloads of our app and opt-ins for our newsletters.
- Adhere to the brand voice and guidelines and contribute to the shaping of our stylistic guidelines.



EDUCATION/EXPERIENCE

- Bachelor's degree in English, marketing, or a similar field.
- Proficient with MS Office and design software (e.g., Illustrator, Photoshop, InDesign, etc.) with a portfolio of applicable outputs.

REQUIRED SKILLS/ABILITIES

- Experience creating strong, engaging content.
- Experience with a content management system (e.g. WordPress).
- Experience managing social media channels (TikTok, IG, FB, Twitter).
- Strong knowledge of SEO and keyword research.
- Strong supervisory and leadership skills.
- Demonstrated excellence in writing, proofreading, and editing.
- Strong verbal as well as written communication skills.
- Exceptional time-management and organizational skills.
- An analytical mind with a problem-solving attitude and a keen eye for detail.
- An understanding of SEO best practices.
- Excellent research, organizational and time-management skills.
- Strong listening and communication skills.



OTHER

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

Possess irrefutable business and personal ethics and exemplify the company's core values: Be Your Best, Be Uplifting, and Be A Buffalo.

APPLY TO THIS POSITION:

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/73770-digital-content-coordinator>

For more information, visit www.uptv.com