

DIRECTOR, UP FAITH & FAMILY, CONTENT AND DEVELOPMENT

Job Title: Director, UP Faith and Family Content and Development
Reports to: Chief Technology Officer
Location: Atlanta, GA (Hybrid)
FLSA Status: Exempt

Who We Are:

UP Faith and Family (UPFF) is the leading streaming service for Uplifting Entertainment. Serving subscribers who seek entertainment that celebrates and affirms their values and beliefs in family, faith, and relationships. UPFF's programming includes content for everyone in the household and across cultures. Our programming and stories champion characters with character that authentically represent our world in a way that reflects the value of good choices, kindness, and respect for others.

What you will do:

The Director Content and Strategy and Development is responsible for ensuring that UPFF offers its customers the best in faith and family friendly entertainment including exclusive movies, series, and specials. They will develop relationships with producers and owners of faith and family content that foster collaboration on new productions and access to valued programming and libraries.

This role requires judgement, a solid understanding of the audience, and a passion for the idea that great stories and positive content can have a powerful impact for good.

Essential Duties and Responsibilities

- **Manage overall library performance, and costs, in tandem with Programming and Finance teams, to ensure that content remains cost effective.**
- **Ensure that UPFF maintains a fresh and entertaining mix of content that supports the UPFF brand and mission**
 - Manage the UPFF content library and refresh rate.
 - Together with the company's Marketing, Audience Insights, and Customer Relationship teams, identify content opportunities to increase customer acquisition and retention.
 - Supervise the review of all content to ensure that all items authentically represent the UPFF brand.
 - Work with the Programming team to identify opportunities to share content acquired or created for other current or future UP Entertainment services.
 - Develop and maintain a pipeline of premiere and exclusive content with at least a 12-month time horizon.
- **Source and develop brand-defining exclusive content to fuel growth**
 - Develop relationships with up and coming and established respected creators of content which aligns with the UPFF&F brand.

- Identify early-stage opportunities to join in and support promising content in development.
- Identify niche genres for further development based on market and user feedback and develop pipelines for these genres.
- Secure collaborations with creators who will enhance UPPF's visibility into upcoming brand appropriate content and confer credibility with the service's target audience.
- Develop at least one new potential original series annually.
- Develop a library of suitable movie scripts for production and develop relationships with authors and/or other influencers in the faith and family space to help shape and provide marketing support for these movies when produced.

Work Environment

This is a hybrid role, with a combination of telecommuting and in-office workdays. The noise level in the environment is usually moderate.

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.

We are an Equal Opportunity Employer. We are committed to equal-employment principles and comply with all applicable federal, state and local equal employment opportunity laws and regulations. The terms and conditions of the application process and employment relationship are to be non-discriminatory—without regard to age, race, color, national origin, gender (including pregnancy, childbirth or medical condition related to pregnancy or childbirth), gender identity or expression, religion, physical or mental disability, medical condition, legally protected genetic information, marital status, veteran status, military status, sexual orientation or any other protected category or class that may be applicable to you in the jurisdiction where you are employed. Moreover, in accordance with federal and applicable state and local law, we provide reasonable accommodations for applicants' and employees' sincerely held religious beliefs, practices or observances conflict with work requirements and for applicants and employees with known disabilities provided that such individuals are qualified to perform the essential functions of the job, with or without accommodation, and provided that any accommodations would not impose an undue hardship on the company or introduce a direct threat to the health and safety of the worksite employee with a disability or others. Any applicant or employee who requires a reasonable accommodation during the application process or to perform the essential functions of the job should contact a company manager, a company officer or TriNet to request such an accommodation.

Application Process

To apply, submit your resume to Human Resources at

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/66633-director-up-faith-and-family-content-and-development>

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