



## **JOB DESCRIPTION:**

**Job Title:** Assistant – Content Strategy & Operations  
**Reports To:** VP, Programming  
**Location:** Atlanta, GA  
**Status:** Exempt

### **Essential duties and responsibilities:**

#### Content Programming & Scheduling (Across all platforms)

- Verifies and schedules episodes, specials, and movies to expected rotation, delivery, and the programming strategy. Works with Traffic to ensure all log needs are met and rectified.
- Prepares and distributes approved program schedules internally including distributing appropriate programming information to CMC and all internal and external contacts.
- Serves as main point of contact for EPG listings 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.
- Assists Manager of Multiplatform Content Planning/Strategy with entering all new assets into Wide Orbit, as needed.
- Develops understanding of Wide Orbit reporting capabilities.
- Keeps the team abreast of our Competitive Set including both linear and non-linear competitors.

#### Coordinate/manage the script and content submission, screening and evaluation process

- Compiles content/programming lists from distributors.
- Sets up meetings between distributors.
- Works with Business Affairs to facilitate compliance with content submission policies.
- Develops an understanding of the content needs and filters for each platform (UPTV/UPFF/Aspire) to assist in the initial screening and evaluation of content.

#### Acquisition Support

- Coordinates meetings with Distributors on an on-going basis and set up meeting schedule for key conferences throughout the year (NATPE/AFM).
- Coordinates/Manages the Series and Movie Tracker.
- Updates avails and pricing information.
- Provides information/generates reports of available series/movies for each of the various platforms.

#### Communications Support

- Solicits information from all departments for Yeller platform. Tracks and adds to PowerPoint presentation and sends to SVP Marketing and Aspire GM for review before publishing.
- Serves as company photographer, uploading photos to uplink, photo library and sends social media posts to the I drive.
- Creates shareable link for press. Create media reports for Burrelles, Critical Mention and Cision accounts.
- Examines, saves and records all press hits for the company. Adds press releases to the site and provides support to events and promotional mailings.



#### General Administrative

- Performs other related duties and tasks as necessary such as scheduling AlignUp meetings, taking minutes, assisting with Company All-Staff Meeting prep, and providing administrative assistance on an as-needed basis for other company departments.
- Provides daily lunch coverage for Front Desk Assistant.

#### **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; A passion for pop culture, television and movies a plus; Ability to converse easily about programming content across all services and platforms; A good understanding of current and emerging industry trends; 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.

#### **Supervisory Responsibilities**

This job currently has no supervisory responsibilities.

#### **Application Process**

To apply, submit your resume to Human Resources <https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/23606-assistant-content-strategy-operations>

For information on our company, visit [www.uptv.com](http://www.uptv.com)