

Role Profile

Job Title : **VOD Content and Channel Manager**
Department : **Sales & Marketing**
Band : **4**

Function of the department/section & main purpose of the job:

Department: Aardman's Sales & Marketing division spearheads the licensing and brand development across Aardman's portfolio of brands and the third-party production it distributes, developing global brand plans that balance both creative integrity and the ability to create sustainable revenues for the company and our partners.

The Digital team works to drive revenue and build brands through self-publishing content (EST, AVOD YT, FAST Channels) or licensing content AVOD.

Job Purpose: Working with the Director of Digital, Social and Communities, digital channel manager and social team, with the day to day running of Aardman's network of digital publishing partners across AVOD, FAST & EST platforms, across licensed content, O&O FAST channels, YouTube and any other VOD platform.

To achieve income budget and commercial objectives to grow viewership, reach new audiences and drive revenues. And agreed brand KPI's.

Contribute, form, and execute a strategy to grow AVOD channels by devising appropriate content, promotional, and partnership activity on AVOD platforms that require content/channel management such as FAST channels and YouTube.

This includes creating individual channel strategies, managing channel schedules and overseeing bespoke asset development for YouTube and other VOD and FAST platforms being a key member of the AVOD and Social content team, and overseeing the management and policing of user generated content.

To advise colleagues and clients on best practices for VOD platforms, to line-manage a Digital Channel Manager and to be an in-house expert across the digital content marketplace, finding new opportunities for our content on emerging new platforms and carrying out research as required into competitor channels.

Duties & Responsibilities:

Strategic Overview:

1. Working with the Director of Digital to create a compelling strategy across YouTube factoring in differing platform's audiences, platform requirements and platform UI USPs.
2. In collaboration with the Director of Digital & Digital Manager deciding on content strategy, windowing, approvals and planning for Aardman and third-party content both where we self-publish content (YT, EST & FAST) and where we licence content (AVOD).
3. Ensuring all rights across digital monetisation platforms are checked and signed off before video release, adhering to pre-existing legal agreements, using internal rights management systems such as the Aardman rights database.

Channel Management:

1. To be responsible for the creation of channel strategy, in conjunction with the Digital team, for channels they directly and the manager oversees. With a clear plan for future content launches on each channel per brand, ensuring a regular feed of content.
2. Management of in-depth content schedules for the channels they manage, via excel and / or other content mgmt. systems to ensure we deliver a consistent, on time and original content plan according to the overarching content and team strategy
3. Creating well-optimised and impactful thumbnails and carrying out regular optimisation of video metadata
4. Manage 3rd Party service and scheduling systems to service Owned & Operated FAST Channels.
5. Point person internally and externally (third parties & clients) on the day-to-day strategic and operational management of Aardman's YouTube and other VOD channels.
6. Pro-actively plan content launches working within rights parameters by working with marketing and social media teams and relevant 3rd party partners to maximise reach and drive audiences.
7. Preparing metadata in a variety of formats and templates for deliveries to VOD platforms as required.

Analysis & Insights:

8. Request from Digital Manager relevant data sets to carry out analysis and quarterly reports on channel and UGC performance and revenue offering insights and recommending strategies where appropriate in order to meet KPI targets.
9. Ensuring the ongoing optimisation of our YouTube videos and metadata to improve video performance through working closely with the Digital Manager to interrupt data and provide insights to head of digital and key internal and external stakeholders.
10. Research and implement up-to-date YouTube and Google SEO to optimize videos and channels effectively.
11. Seek to actively understand audiences & clients' needs. Being part of regular digital brainstorming sessions, keeping abreast of competitor and industry content trends to contribute to strategy discussions. Ensuring that content is regularly kept fresh and meets the needs to audiences of our digital platform partners.

Content Creation & Output:

12. Creating YouTube content such as clip and episode compilations, and YouTube Shorts to ensure there is sufficient content in the publish schedule.
13. Working alongside and briefing the Deliverables and editing team, to source and create required video and supporting assets to platforms such as YT, other AVOD and FAST channels as required.
14. Core member of the Digital team; ensuring the output aligns with the strategy, making recommendations to the lab and advising the Creative Producer, alongside the Director of Digital, with the creation of bespoke content for Aardman IP channels and third-party IP.
15. Support trade marketing manager with the creative asset briefs as required.

Line Management:

16. Supporting the Digital Manager across all areas of Manager's role where they should need it.
17. A passion for your team's development in line with business need and priorities.
18. Day to Day effective Line management of line reports such as but not exclusive to; holiday requests, managing competing priorities and workload, challenging conversations.

Reports to: Director of Digital, Social and Communities

Person Specification:

The person will have an understanding of media rights and digital video formats as they will be required to manage back-end systems, Excel metadata templates, populate XML sheets, and undertake basic editing and graphic layout work and therefore someone who is technically savvy with some creative flair is needed.

A willingness to learn and evolve with the demands of an ever-changing industry is a must.

- Proven experience in a production or media company
- Formal training on YouTube practices and experience of working with YouTube's CMS
- Strong over-all understanding of AVOD, FAST, and EST and an overall understanding of the essential viewing metrics of each platform, what success looks like, and how best to achieve it
- Excellent client and producer professional communication
- Understanding and impact of rights mgmt. decisions
- Understanding of the importance of metadata and creating metadata for online platforms.
- Good working knowledge of digital formats; Adobe Creative Suite, specifically, Premier and Photoshop and Media Encoder.
- Excellent understanding of video content consumption on all digital platforms.
- Numerate and analytical - comfortable with understanding and creating actions from audience data sources, and very competent with handling large amounts of data in a variety of formats (e.g., Excel and XML documents)
- A background in and understanding of digital delivery and technical postproduction.
- Excellent interpersonal, communication and presentation skills.
- Desire to line manage and commitment to supporting the development of others Technical and creative problem-solving capabilities.
- Experience of fast-moving environments where decision-making and agility are key to success.
- Have the ability to generate ideas independently as well as working within a team.
- An excellent eye for detail, exceptional planning, and organization skills