



Example of Content Senior Manager Job Description

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Our company is looking for a content senior manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for content senior manager

- Own all aspects of the content acquisition process, including building analytical models to show value in titles, analyzing results to drive improvements and collaboration with internal teams (marketing, public relations, finance, operations)
- Manage and evaluate external partners through performance tracking and relationship cultivation in an effort to grow each partner's business
- Works closely with Integration Services, Research & Development, Product Development to verify accuracy of content
- Develop and execute strategy for acquiring global rights to desirable TV & Film programming, sourced from outside the major studios
- Oversee local programming for Brazil (and other Latin American markets) through a deep knowledge of the production landscape - both the creators and the distributors and the ability to identify appealing series early in the lifecycle
- Lead, facilitate and direct mid-long term content strategy with a focus on driving growth in private revenue with members across GRD, senior SO marketers and fundraisers, ministry experts and external engagement to lead and model new ways of working to meet the needs for content in light of the new global strategy
- Be a central contributor to the development of a new field operating model for communications and marketing content in the field
- Editorial leadership across many online and offline channels, including

- Industry lead in understanding content measurement for building reputation and revenue
- Lead storytelling capability across functions from Sponsorship to PNS to brand campaigns and grant growth

Qualifications for content senior manager

- 10 to 15 years of experience in corporate finance, investment bank and/or public accounting
- Prior experience in Media/Entertainment/Tech is a plus
- Financial system development experience is not required, but must have proficiency working with automated reporting tools (i.e., Hyperion, SAP, Workday financials)
- 4-year degree in relevant field with strong academic performance, MBA preferred
- Minimum 6+ years working experience leading content strategy development, preferably in an agency or consulting environment
- Degree plus proven journalism, communication, public relations, marketing or related experience (5+ years), preferably in a higher education or government environment