



Example of VP Content Job Description

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Our innovative and growing company is looking for a VP content. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for VP content

- Develop and execute plans to inspire our customers and fans to generate content and use the content and narratives to achieve business goals
- Coach, retain and grow top talent within the Content Marketing team (writers, social specialists, production team)
- Develop and track content marketing key performance indicators, implement testing methodologies to measure and optimize content performance, and measure the performance of content on a monthly and quarterly basis
- Support and implement growth strategy for all Telemundo products with a strong focus on the EMEA and Asian regions
- Oversee the budget and set revenue targets for all Telemundo products
- Have detailed knowledge of developments and opportunities in the TV industry, that of competitors – be the expert on Telemundo and Spanish language TV Series content
- Identify key product trends, gaps in the market and new opportunities for this content
- Working closely with research team to identify key channel partners, potential channel slots/time periods to secure for this content
- Working closely with our marketing, research and product groups, create and build effective pitch and sales materials customized to the territory, platform and client
- Implement business development strategies to drive new revenues including participation in high-level deal negotiations, pitches to potential partners and drafting of business plans and analyses

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- A collaborative decision-making style of management
 - Balanced market, product and financial understanding
 - At least 10 years of significant leadership within a publishing enterprise
 - Must be able to travel 20% of the time with 50% being domestic air travel and/or 50% being driving between sites
 - An independent thinker, self-starter and ideas-generator who is also a team player
 - Ability to build credibility and strong working relationships with other internal executives across all levels of seniority and generate commitment to goals