



Manager, Web Production

POSITION SUMMARY:

Manages a staff of specialists accountable for ongoing web production of all content and projects related to the web site. This position is responsible for the integrity of the data in the ReelzChannel.com system and for upholding the editorial strategy, policy, and "voice" of all content.

QUALIFICATIONS:

- Education: BA, BS or equivalent experience in Marketing, Communication, or similar area
- Experience: 4-5 years online experience, 2-3 years web production experience
- Skills:
 - Deep understanding of Web site development and production
 - Experience supervising teams responsible for web production
 - Knowledge of web content and usability best practices
 - Knowledge of online and traditional marketing strategies
 - Strong familiarity with the content editing and creation possibilities within Content Administration System (CMS) admin tools
 - General understanding of web analytics with ability to comprehend measurement plans
 - Ability to provide copy editing and proofreading support on as-needed basis
 - Ability to oversee multiple projects simultaneously, from low to high visibility
 - Ability to lead goal/objective setting, resource planning and forecasting
 - Strong project and people management skills
 - Aesthetic sensibilities and attention to detail
 - Excellent problem-solving, written and oral communication skills
 - Ability to skillfully manage relationships with a customer service mentality when working within and outside of the organization
 - Proven team leadership capabilities
- Must have a passion for movies!

JOB DESCRIPTION:

- Coordinates, prioritizes and distributes day-to-day work within the web production staff to guarantee integrity of content deployed within the CMS admin tool; ensures content/data gaps are identified and resolved on-strategy and in a timely manner. (75%)
 - Leads by example and mentors team to meet content goals and standards in online and email marketing initiatives.
 - Manages editorial calendar and monitors deadlines and production schedules.
 - Works with TV production staff to coordinate show page and clip updates.
 - Works with marketing team to execute promotional and TV-related content.
 - Works with ad sales team to execute web buys
 - Interviews and trains freelancers and agencies responsible for specific web deliverables.
 - Participates and assists with the design, layout and graphical execution of new content, features and functionality; ensures appropriate integration of the brand into the site via the CMS admin tool.
 - Assists in ensuring factually and grammatically correct content.
- Continuously observes, evaluates, and refines web production process to improve content delivery standards and efficiency. (10%)

- Collaborates on content features and site enhancements that cannot be accomplished within the CMS admin tool and require code changes. (10%)
 - Oversees and assists with production of functional requirements and online assets to support the production team, as needed.
 - Oversees the communication of requirements to the technical team, as needed.
- Leads capacity planning and resource forecasting to achieve objectives, as required. (5%)
- Performs other reasonable and relevant activities and functions as requested and required; as a 24/7 entertainment network and web site, we may occasionally request assistance on evenings/weekends in support of special events/activities (as needed).

PHYSICAL REQUIREMENTS:

Average sitting, standing, and office-type movement. Average lifting, moving, and pulling abilities. Must be able to perform the essential functions of the job. The Company will make reasonable physical accommodations to facilitate the ability to perform essential job functions.