

Audience Development & Channel Manager

Mumbai | **Experience:** 2 - 7 Years

Key Skills:

Video Optimization,Channel Audience Engagement,Traffic Analysis,"Audience Development","Audience Engagement"

Responsibilities:

- Managing and developing YouTube channels through managing content upload, editorial tagging, building and managing the community, seeding and promoting video content
- Providing digital audience development support to drive traffic into channels-build up views and subscribers
- Work alongside the Marketing team to specify, deliver analyse and report on audience viewing and popularity metrics
- Develop and drive strategic marketing campaigns to support audience acquisition and retention.
- Develop launch and deployment plans for all new channel content
- Develop and manage relationships with existing and new social media platforms to grow traffic.

Skills:

- Audience building, digital marketing, and/or brand-building background.
- Should have a background in and understanding of online video audiences
- Excellent interpersonal, communication and presentation skills
- Creative and commercial problem-solving capabilities
- Expertise in Google Analytics, social media platforms, and other analytics tools, as well as SEO, SEM, and email marketing.
- Ability to work independently in a fast-paced and high-energy environment.
- Demonstrate analytical skills and ability to develop and measure campaigns against metrics
- Excellent communication and presentation skills.
- Demonstrate ability to drive viewership in any online digital medium preferably YouTube.