

# CONTENT PROGRAMMING MANAGER – GENERAL SPORTS & EVENTS

Keen to define the content programming strategies across the General Sports and Events network? Join us as Content Programming Manager and make exciting sports and events topics your daily jam!

## AREAS THAT PLAY TO YOUR STRENGTHS

### CONTENT STRATEGY


- ✓ In this role, you'll ensure a holistic and strategic cross-network approach to inspire our audiences on managed and owned channels across the Media Network. You'll define content needs and programming objectives for projects such as Red Bull Cliff Diving or Red Bull Neymar Jr's Five.


### COLLABORATION

- ✓ You'll identify the greatest content opportunities across the Media Network and provide recommendations for adjustment to make them appeal to a wider, global audience. You'll be responsible for translating audience insights into initiatives to ensure successful releases, in close collaboration with counterparts. You'll work with countries to have a full overview of the upcoming calendar for all content across managed and owned channels including short form, long form, live & non-live. In addition, you'll work closely with internal media teams managing our channels and producing our content.

## YOUR AREAS OF KNOWLEDGE AND EXPERTISE

1. 5+ years of experience in content programming or a related field, ideally within sports
2. Strong understanding of key audiences across a variety of sport genres and understanding of audience profiling
3. Superior project management, communication, and interpersonal skills
4. Experience in working with analytical tools
5. Social Media skills
6. Well organized with the ability to work under pressure and deliver work to highest standard
7. Ability to create strong relationship across departments, priorities and define standards for support
8. Strong editorial understanding, ability to translate data into practical recommendations
9. Outgoing, self-confident personality

 University Degree or relevant experience

 Fluent in English, any other language (e.g., German) would be a plus

**IF YOU HAVE WHAT IT TAKES & YOU WANT TO TAKE-OFF WITH US – THEN *APPLY ONLINE!***