



UPDATES MEDIA

CONTENT AND ACCOUNT EXECUTIVE - JOB DESCRIPTION

Background:

The mission of Updates Media is to create a network of advert free, social media first, local interest channels, providing residents in each city, town and village of the UK with relevant news, weather, travel and lifestyle updates. We believe in trustworthy and engaging media which our audience respect and enjoy.

Our flagship site, Birmingham Updates, started during the riots in 2011 to dispel myths and rumours in the city. Our Facebook, Twitter and Instagram pages now have over 600,000 followers and we're the most engaged local interest & lifestyle platform in the West Midlands.

Opportunity:

This is a unique, exciting opportunity to work with a team of passionate entrepreneurs, currently on a journey to build a leading, global media outlet. As a result of working with an innovative new company, you'll receive direct insight into the day-to-day running of a media startup.

After working closely with our award-winning team, you'll be equipped with all of the key skills, practices and contacts in order to become a Content and Account Executive at Birmingham Updates. The content you'll be responsible for creating will be predominantly video, including both original video for our channels, as well as paid partner content. You will be integral to the audience growth of Updates Media and will work closely with the directors to achieve your goals.

The Role:

Your role will be based within our content and accounts team, focussing on continuing to develop our hugely popular platform, Birmingham Updates. You will be responsible for creating video content for the Birmingham Updates website and social media, engaging our audience with your content.

You will focus your attention on anything Birmingham-related that you want to create video on, with the caveat that it's right for the Birmingham Updates audience. You will be responsible for contacting venues and setting up times and locations for video shoots. When you're not creating original video content for Birmingham Updates, you will be responsible for managing paid native content on Birmingham Updates, coming up with campaign ideas, then creating the video content to deliver results, as well as owning day-to-day client relationships.

The Updates Media head office is in Birmingham, which is where you will be based.



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Key Roles and Responsibilities:

- Creating original video content - coming up with ideas and arranging every aspect of the video shoot
- Reviewing your content performance to optimise future content
- Monitoring and reporting on successful content both on our channels and on other sites
- Building lasting relationships with key contacts within the city
- Managing paid content partnership relationships
 - Chairing meetings with partners following up with minutes and actions
 - Coming up with ideas for paid partner content
 - Producing and signing off creative video
 - Editing videos based on your paid partner's brief
 - Delivering results and reporting after each campaign
- Supporting our other content and account team with video production and editing when necessary
- Standing up to the value of Updates Media and Birmingham Updates to deliver engaging content in our style, tone and format

Required Skills, Experience and Characteristics:

- At least 2 years experience in a video-creation role
- Passion for all things social media and an integral understanding of the social media world
- Creative and not afraid to think outside of the box
- Excellent attention to detail and organisation
- Flexibility to work in a fast-paced startup environment
- Willingness to learn and develop
- Enjoy a small team environment
- Ability to work remotely and desire to have ownership and responsibility for editorial performance
- Build effective relationships with clients and delivering paid content
- Excellent knowledge of video content and Adobe Premiere Pro & Photoshop
- A "can do" attitude
- Ability to have fun!
- Fluent written and spoken English

Why Updates Media?

We're looking for someone with a keen interest in local content, a hunger to learn and an eye for details to step up to the challenge and be a part of something amazing!

We're ready to give you everything you need in order to develop incredible creative, video & editorial skills. We put a huge focus on your professional growth and as a company, we are passionate about seeing our staff succeed. We won't treat you as "another employee", you will be stepping into a team set on making real change.