

United Arab Emirates Jobs Expertini®

Content Insight Manager

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Company: MBC Group

Location: , , United Arab Emirates

Category: other-general

Posting Date 02/26/2024, 10:39 AM Job Description Responsibilities: Analysis and Performance Evaluation: Conduct in-depth analysis of content performance metrics, including viewership data, engagement rates, and audience demographics, to assess the effectiveness of our content offerings. Identify key trends, patterns, and opportunities within our content library to optimize content selection, placement, and scheduling. Audience Insights and Segmentation: Utilize audience segmentation techniques and data analytics tools to gain actionable insights into viewer preferences, behaviors, and content consumption habits. Collaborate with cross-functional teams, including Marketing and Product Development, to translate audience insights into targeted content strategies and personalized user experiences. Content Planning and Strategy Development: Develop and implement content planning strategies aligned with business objectives, audience preferences, and market trends. Work closely with Content Acquisition and Production teams to curate, license, and develop high-quality content across various genres and formats. Develop and manage the content funnel, from ideation and creation to distribution and performance tracking, ensuring a steady flow of engaging content that resonates with our target audience. Performance Optimization and KPI Tracking: Define key performance indicators (KPIs) and benchmarks for content performance measurement. Monitor KPIs regularly and proactively identify areas for improvement, optimization, and innovation in content delivery and engagement strategies. Cross-Functional Collaboration: Collaborate closely with internal stakeholders, including Content, Marketing, Sales, and Finance, to align content strategies with broader business goals and objectives. Provide strategic guidance and insights to

support cross-functional initiatives and projects. Requirements: Bachelor's degree in Media Studies, Communications, Business Administration, or related field. Master's degree preferred. Minimum of 10 years of total experience and minimum 5 years experience in Analysis & Planning in industry, or related roles within the OTT industry. Previous top tier management consulting experience is preferred. Knowledge of OTT industry trends, market dynamics, and competitive landscape. Strong analytical skills with the ability to interpret complex data sets and derive actionable insights. Excellent communication and presentation skills, with the ability to effectively articulate and convey ideas to diverse stakeholders. Proficiency in data analytics and presentation tools (power BI, Tableau, etc.), Microsoft Office suite, Strategic thinker with a results-oriented mindset and a passion for driving innovation and excellence in content delivery. Unfortunately, due to the high number of responses we receive we are unable to provide feedback to all applicants. If you have not been contacted within 5-7 days, please assume that at this stage your application has been unsuccessful. Page Content Insight Manager - MBC Group Careers loaded #J-18808-Ljbffr

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