



Position Title:	YouTube Channel Manager
Employment Term:	<ul style="list-style-type: none">• Full Time• Reporting to Network Director• Location: Remote (US)
Role Purpose:	<p>As a Channel Manager, you will be responsible for managing VA Media's clients' online content and platform strategy on YouTube. In this client-facing role, you will focus on optimizing channel performance, driving audience engagement, and ensuring that content strategies align with clients' and company goals. Your role will involve collaborating closely with clients to provide tailored solutions, insights, and regular updates on performance metrics. Your creativity, strong understanding of YouTube's ecosystem, and analytical skills will play a key role in growing our clients' YouTube channels.</p>
Key Working Relationships/Customers / Vendors:	<p>This role reports to the Network Director</p> <p>You will also have day-to-day contact with all VA Media employees and key commercial stakeholders such as VA clients.</p>
Qualifications, Accreditation, Licensing and Training Course Requirements	YouTube Certification

<p>Tasks:</p>	<p>Channel Growth and Optimization: Utilize data-driven insights to optimize video titles, descriptions, tags, thumbnails, and channel strategies to maximize organic growth, reach, and discoverability for client channels. Monitor YouTube analytics regularly to identify opportunities for improvement and make data-backed recommendations for strategy adjustments.</p> <p>YouTube SEO and Trends: Stay updated with YouTube algorithm changes, industry trends, and best practices, including the use of AI in video recommendations and SEO. Implement SEO strategies that leverage AI to enhance content visibility in search and recommended videos, maximizing reach and engagement on client channels.</p> <p>Audience Engagement: Foster a strong community by responding to comments, interacting with viewers, and developing strategies to increase viewer engagement, likes, shares, and subscriptions. Work directly with clients to create strategies that encourage positive community interaction and build long-term viewer loyalty.</p> <p>YouTube Rights Management: Maintain a basic understanding of rights management while managing YouTube channels, ensuring that clients' content is properly licensed and compliant with YouTube's policies.</p> <p>Analytics and Reporting: Analyze YouTube performance metrics for client channels, preparing reports that showcase the effectiveness of content strategies. Use tools like PowerPoint, Google Slides, or Canva to present insights to both internal teams and external clients, ensuring clear communication of performance data.</p> <p>Client Collaboration: Work closely with clients to understand their needs and goals. Provide tailored optimization strategies, insights, and recommendations to ensure the growth and success of their YouTube channels. Maintain regular communication with clients to provide updates and adjust strategies as necessary.</p> <p>Cross-functional Collaboration: Partner with other internal teams such as content, marketing, social media, and to align YouTube content with broader brand campaigns and initiatives, ensuring consistency across all client-facing channels.</p> <p>Qualifications and Experience:</p> <ul style="list-style-type: none"> ● Bachelor's degree in Marketing, Communications, Media Studies, or a related field. ● Proven experience (2-3+ years) managing YouTube channels, preferably in a client-facing role. ● Strong understanding of YouTube's algorithm, trends, and best practices. ● Experience utilizing AI tools for data analysis, content optimization, or audience engagement strategies. ● Excellent analytical skills with the ability to interpret data to inform decision-making. ● Strong project management skills with the ability to handle multiple client projects simultaneously. ● Experience in optimizing content for SEO and driving audience engagement. ● Creative thinker with a keen eye for visual aesthetics and storytelling. ● Strong communication and interpersonal skills to collaborate effectively with clients, teams, and stakeholders. ● Knowledge of digital marketing trends and strategies.
<p>Key Performance indicators</p>	<p>KPI's are set in line with the company's annual budget. Specific targets are communicated collectively and individually as part of an open and transparent performance-based culture.</p>



How to Apply

Send your resume at amrita@vamedianetwork.com