

Job Description – Content Strategist

About the Company

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we are also able to bring in their production capabilities coupled with our execution prowess to make the best content out there.

Job Responsibilities:

We are seeking a talented and creative Content Strategist to join our team and help drive the growth and success of our YouTube channel. As a Content Strategist, you will be responsible for developing and implementing content strategies that align with our brand and objectives, ultimately driving audience engagement, retention, and channel growth.

Content Strategy Development: Develop and execute comprehensive content strategies tailored to our target audience, channel goals, and industry trends.

2. **Content Planning and Scheduling:** Plan, organize, and schedule content calendars, ensuring consistent and timely delivery of high-quality videos.

3. **Audience Analysis:** Conduct audience research and analysis to identify trends, preferences, and content gaps, informing content development decisions.

4. **Keyword Research and SEO Optimization:** Conduct keyword research and implement SEO best practices to optimize video titles, descriptions, and tags for maximum visibility and searchability.

5. **Collaboration and Coordination:** Collaborate with cross-functional teams, including video producers, editors, and marketing teams, to ensure alignment and cohesion in content production and promotion efforts.

6. **Performance Tracking and Analysis:** Monitor and analyze key performance metrics (e.g., views, watch time, engagement) to assess content performance and identify areas for improvement.

7. **Content Optimization:** Continuously optimize content strategy based on performance insights, industry trends, and audience feedback.

8. **Stay Updated:** Stay up-to-date with industry trends, YouTube algorithm updates, and best practices to inform content strategy and optimization efforts.

9. **Community Engagement:** Engage with our audience through comments, messages, and social media channels to foster community growth and loyalty.

Skills Required:

- Bachelor's degree in Marketing, Communications, Digital Media, or related field.
- Proven experience in content strategy development and implementation, preferably in the digital media or entertainment industry.
- Strong understanding of YouTube platform dynamics, trends, and best practices.
- Proficiency in video analytics tools (e.g., YouTube Analytics, Google Analytics).
- Excellent communication and collaboration skills.
- Creative thinking and problem-solving abilities.
- Ability to thrive in a fast-paced, dynamic environment and manage multiple projects simultaneously.
- Passion for digital content creation and the YouTube platform.