

## **Job Description – Program Coordinator**

### **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 dynamic individual to fill the role of Program Coordinator & Social Media Executive for Mic Ki Kirkiri Telugu Stand Up IP. The ideal candidate will be responsible for coordinating stand-up shows at cafes and restaurants, approaching events, and managing all social media channels related to the Mic Ki Kirkiri IP.

**Event Coordination:** Coordinate and organize stand-up comedy shows at various cafes and restaurants. This includes liaising with venue owners, scheduling performances, managing logistics, and ensuring smooth execution of events.

**Event Outreach:** Proactively approach events and festivals to secure opportunities for Mic Ki Kirkiri Telugu Stand Up IP. This involves identifying relevant events, pitching the IP to organizers, negotiating terms, and finalizing agreements.

**Talent Management:** Work closely with stand-up comedians to ensure their availability for scheduled performances. Coordinate with artists to address any logistical concerns and provide necessary support before, during, and after shows.

**Social Media Management:** Take charge of all social media channels associated with Mic Ki Kirkiri Telugu Stand Up IP, including but not limited to Facebook, Instagram, Twitter, and YouTube. Develop and execute social media strategies to increase brand awareness, engagement, and followership.

**Content Creation:** Generate engaging content for social media platforms, including promotional posts, event announcements, behind-the-scenes glimpses, and audience interactions. Collaborate with content creators and comedians to produce compelling material that resonates with the target audience.

**Audience Engagement:** Interact with followers and fans across social media channels to foster a sense of community and build relationships. Respond to inquiries, comments, and messages promptly and professionally. Monitor trends and feedback to adapt strategies accordingly.

**Analytics and Reporting:** Monitor key performance indicators (KPIs) such as reach, engagement, and conversion rates across social media platforms. Analyze data to identify trends, evaluate the effectiveness of marketing campaigns, and generate actionable insights. Prepare regular reports to track progress and present findings to stakeholders.

This role offers a unique opportunity to be at the forefront of Telugu stand-up comedy, working closely with talented artists and engaging with a vibrant online community. If you are passionate about comedy, adept at event coordination, and skilled in social media management, we encourage you to apply and join our team!