DIRECTOR, LINEAR PROGRAMMING & SYNDICATION

XUMO is looking for a Director of Linear Programming & Syndication. As Director of Linear Programming & Syndication, you will be responsible for programming, curating and directly assisting in distributing the linear streams XUMO syndicates worldwide. You will also be responsible for assembling, managing and working alongside a highly visible task force dedicated XUMO's growing linear channel syndication business.

XUMO is a leading global free, ad-supported streaming service. In addition to the 180+ channels you can find streaming free on XUMO, nearly one-third can also be streamed in linear environments such as The Roku Channel, Samsung's TVPlus and others in the US, Canada and internationally. These streams are programmed, curated and provisioned in-house with dynamic ad insertion.

As the Director of this task force, you must have a solid foundation and be willing to work with video delivery solutions for live and linear environments, asset and database management, content management systems, authentication services, streaming security, dynamic ad insertion, digital rights management, encoding, transcoding and programming tools. The role requires a strong, structured personality responsible for distributing live and linear channels both domestically and internationally and across over five end points—and expanding.

Qualifications

- Bachelor's Degree preferred or equivalent work experience
- Minimum 3-5 years' experience in ad or content operations. Streaming preferred.
- Proven experience in multi platform planning and distribution
- Demonstrated strong management and proven leadership skills working with all levels
- Demonstrated strong time-management, prioritization and organizational skills
- Demonstrated strong strategic and analytical planning and problem solving skills
- Strong interpersonal and interdepartmental skills, with the ability to cultivate relationships and negotiate with internal clients
- Extensive knowledge of streaming criteria and implementing ad strategies in a linear environment
- Proven strong written and oral communication skills

Roles & Responsibilities

- Help define and implement Linear Video Requirements and SSAI Best Practices.
- Perform analysis, diagnosis and resolution of XUMO's channel syndication efforts with an eye to proving ROI on a monthly, quarterly and annual basis.
- Create pull requests, review markdown and navigate between CMS and GitHub with ease and understanding.
- Effectively and clearly communicate distribution plans across the company through the appropriate forums.
- Oversee and report on implementation of ad strategies demonstrating increases in revenue across the board.
- Lead and manage the day to day of interdepartmental task force.

- Assist content operations and programming team where channel syndication requests may overlap and manage deadlines with SVP, Marketing and Content Operations.
- Cultivate and grow a sense of ownership within task force.
- Work closely with marketing and programming team to understand and implement editorial opportunities and stunts across syndicated channels.
- Monitor competitive programming and marketplace trends and analyze their implications.