



# BE YOURSELF. MAKE US BETTER.

**National Content Desk**  
**Project: National Content Desk, Video Strikeforce**  
**Atlanta, GA**

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## **Project Summary:**

This role will work alongside the cutting edge video team recently formed as part of the National Content Desk. As part of this innovative, digital-first team, the candidate would work with video editors on creation of videos for emerging platforms and distribution strategies. The candidate will learn best practices while helping drive audience across all sites for CMG.

The role leverages a team currently leading thought leadership and development of video across all 3 CMG platforms and combines it with the exciting possibilities of development of content with a young digital native, poised to contribute to the growth of CMG through emerging technology and platforms.

## **Key Responsibilities:**

- Working closely with the NCD Video Strikeforce team to identify opportunities for distribution and creation of elements for emerging platforms.
- Collaborate with analysts across CMG to understand how data can help drive decisions in emerging platforms and content.
- Work across all CMG properties to collaborate on best practices regarding video creation and distribution.

## **Key Skills:**

- Knowledge and frequent use of social platforms including Instagram, SnapChat, Twitter and Facebook.
- Working knowledge of video editing software
- Strong writing and communication skills.

## **Performance Objectives & Deliverables:**

- Create visual elements for social media platforms
- Create and/or work within tools to track KPI of these elements
- Communicate findings and best practices on a weekly basis

## **Deliverables/Milestones:**

- Create 5+ visual elements per week or videos for distribution on emerging platforms
- Maintain tracking of KPI
- Final analysis will include best practices for creation, workflow and distribution of these elements.

## **Interfaces:**

This role supercharges the innovation on the Video Strikeforce team, a strategic investment area in 2016. It is also strongly aligned with our focus on innovation and the future since it focusing on emerging digital platforms and social distribution. These strategies will drive overall brand engagement for all CMG digital properties and increase visits, bringing audiences from new platforms and supercharging audience on existing platforms.

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