

PROGRAMMING MANAGER BIKE

In this role, you'll be responsible to produce strategic content programming plans across the entire Red Bull Media Network to maximize the growth of and engagement with the key target Red Bull Bike audiences.

Red Bull Media House is an award-winning, globally distributed multi-platform media company on a mission to inspire with 'beyond the ordinary' stories - both direct-to-consumer and through partnerships. With a focus on sports, culture and lifestyle content, Red Bull Media House offers a wide range of premium media products across TV, mobile, digital, audio, and print. Red Bull Media House produces and licenses a broad selection of global live broadcast events, compelling and inspirational local storytelling with original short and long-form programming as well as feature films from around the world. www.redbullmediahouse.com.

AREAS THAT PLAY TO YOUR STRENGTHS:

KNOW YOUR AUDIENCE

- ✓ You'll identify content offering gaps and opportunities to maximize the growth and engagement of our key target audiences for bike including but not limited to MTB Downhill, Cross-Country, Enduro, Slopestyle, BMX, Trials, Cyclocross, and Fixed Gear.
- ✓ You'll understand and describe key audiences and their behaviour and know how they consume what content. Defining content programming objectives for Red Bull's bike audiences, producing strategic programming plans and establishing strong alignment & collaboration between channels & content creations to ensure release strategy success will be another aspect of your role.
- ✓ Furthermore, you'll evaluate results and translate learnings from release plans into long term strategies and educational resources.

COLLABORATION

- ✓ You'll work closely with the analytics teams to translate audience insights into practical guidelines and evaluate results and learnings into long term strategies and educational resources. You'll provide regular updates on audience development and suggest release strategies through a strong education program (webinars, blog, presentations).
- ✓ Moreover, you'll establish strong collaboration with markets to understand local priorities and needs, evaluate local market programming plans & identify local optimization potentials.

YOUR AREAS OF KNOWLEDGE AND EXPERTISE:

1. 3+ years' experience in social / digital media
2. Strong understanding of different bike audiences
3. Deep understanding of audience profiling and editorial principles
4. Ability to create strong relationship and translate data into practical recommendations
5. Ability to priorities and define standards for support
6. Superior project management, communication & interpersonal skills
7. Well organized with the ability to work under pressure



Fluent in English

We are looking forward to receiving your online application at: <https://win.gs/probike>