

SIFF Scholars Online
YouTube Manager - Job Description

POSITION: YouTube Manager

EMPLOYMENT TYPE: Full time

ABOUT THE PROGRAM

SIFF Scholars Online envisions a year-round online program providing an affordable one-stop learning solution for any student in Karnataka who is preparing for SSLC examination (10th grade board exam). The program will be run through a dedicated YouTube channel with content in both live and asynchronous forms. It aims to provide high quality academic learning founded on excellent teaching and pedagogy to students all across Karnataka, irrespective of their backgrounds.

The program plans to release high-quality bilingual (Kannada-plus-English) teaching content videos on YouTube covering the Karnataka SSLC syllabus systematically throughout the academic year. Additionally, there would be special classes for a community of interested students to help them prepare for their school and board exams in a comprehensive manner. Learning material complementing the videos and classes, such as notes and question banks, will also be provided to the students as required.

SKILL REQUIREMENTS

The YouTube Manager would be a person who:

- Has prior experience in managing one or more YouTube channels, preferably ed-tech
- Has an in-depth understanding of audience retention metrics (such as average view duration vs average % viewed, etc.)
- Has knowledge of the working of different social media platforms including WhatsApp, Telegram, etc.

DUTIES AND RESPONSIBILITIES

The YouTube Manager would have the following responsibilities:

1. Content Packaging and Management
 - Creating video metadata such as titles, tags, descriptions, thumbnails, etc. to maximise impressions click-through-rate
 - Optimising channel(s) and videos for SEO and 'stickiness'
 - Scheduling uploads of different video content across channels and playlists
 - Creating and managing playlists
 - Uploading video metadata and publishing videos to YouTube
 - Collaborating with the program and production teams to ensure a coordinated workflow
 - Taking responsibility of day-to-day operations of the YouTube channel(s)

2. Channel and Video Analysis
 - Monitoring key indicators on YouTube Studio analytics regularly
 - Identifying trends and understanding underlying reasons for the trends
 - Discussing trends and learnings with the program and production teams
 - Running experiments based on theories developed by self and team and share learnings with the team

3. Building and Managing Student Community
 - Reading comments on videos and engaging with the audience in the YouTube comments sections and through community posts
 - Building and managing student communities on other platforms such as WhatsApp, Telegram, Email, etc.
 - Collating user feedback received across different platforms and discussing it with the program and production teams

ELIGIBILITY

Educational Qualifications : Graduate

Work Experience : Prior experience in managing YouTube channel is mandatory, 1-2 years of proven experience in growing an Ed-tech YouTube channel is preferred

OTHER DETAILS

Location: Bangalore (hybrid)

Compensation: 8-12 LPA; Depending on experience level this may vary

Expected Joining Date: April 1, 2023

To Apply: Email gaurav.chauhan@siff.in with a CV/resume detailing your experience and interest in the position as soon as possible.