

Senior Manager Podcast

Description

About the Senior Manager, Podcast role at Headspace: Join the Headspace team, and help us continue to make Headspace your lifelong guide to mental health! This role will oversee our podcasting business and team as well as be responsible for generating and implementing strategies around growth, monetization, licensing, production and development of our slate of podcasts. As the Senior Manager, you will oversee the production of our slate of podcasts and drive ad marketing & podcast revenue for Headspace. We are looking for an experienced podcast leader, who has run a successful podcast advertising and monetization strategy as well as experience selling and developing compelling audio narratives, familiarity with the current podcast landscape and deep relationships with all the buyers on podcast platforms. How your skills and passion will come to life at Headspace: Work with the VP, Content Creation to develop and execute a strategy for scaling our podcast network both in-app and off platform Create, manage and consistently grow our podcast advertising and monetization strategy Establish ad marketing annual revenue goals and track against targets Create and manage audience growth strategy Develop original podcast ideas to bring to market and sell to the biggest audio platforms Manage the podcast team inclusive of our Podcast Lead and Podcast Content Coordinator in meeting team goals Manage a slate of current shows over the lifetime of the series, expanding and re-ideating existing concepts as needed Help negotiate podcast deals and develop and manage budgets for each show Collaborate with our Director of Production, Head of Audio and Line Producer on staffing, calendars and budgets Work cross-functionally with product, social, and Headspace Studios team to identify opportunities to support brand initiatives and maximize audience growth Track and analyze audience analytics to help inform strategy Collaborate with PR and Marketing on creating strategies to launch and market podcasts Be curious, embrace and thrive in the ever-evolving, fast-paced communications, health and technology fields Translate trends in wellness and self-improvement into relevant IP for podcasts. Track competition and trends to help guide strategy What youâ€™ve accomplished: Required Skills: 6+ years of experience in podcast ad marketing and production for podcast, terrestrial or satellite radio, or similar audio medium. Preference for a podcast native who has spent years immersed in the space driving revenue Experience developing a successful advertising and monetization strategy that hit revenue goals Successful track record of managing an audience growth strategy Experience analyzing audience analytics to inform strategic planning Deep relationships in the podcast space with podcast buyers, creators, agents, managers, talent and producers Experience working collaboratively with creative and talent Strong managerial, project management and organizational skills Strong interpersonal, written and verbal communication skills Ability to multitask and meet all deadlines with minimal supervision Strong attention to detail Ability to balance entertainment and information in programming Team player who works well with others Strong communication, interpersonal, and relationship building skills Ability to identify, analyze and effectively critique content and storytelling Knowledge of and interest in mindful content and the brandâ€™s extension outside the product Pay & Benefits: The base salary range for this role is determined by a number of factors, including but not limited to skills and scope required, relevant licensure and certifications, and unique relevant experience and job-related skills. The base salary range for this role is \$130,000-\$183,000. At Headspace, cash salary is but one component of our Total Rewards package. Weâ€™re proud of our robust package inclusive of: base salary, stock awards, comprehensive healthcare coverage, monthly wellness stipend, retirement savings match, lifetime Headspace membership, unlimited, free mental health coaching, generous parental leave, and much more. Paid

Hiring organization

Headspace

Job Location

Los Angeles, California, United States

Base Salary

\$ 67500 - \$ 110000

Date posted

May 16, 2024

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performance incentives are also included for those in eligible roles. Additional details about our Total Rewards package will be provided during the recruitment process. How we feel about Diversity, Equity, Inclusion and Belonging: Headspace is committed to bringing together humans from different backgrounds and perspectives, providing employees with a safe and welcoming work environment free of discrimination and harassment. We strive to create a diverse & inclusive environment where everyone can thrive, feel a sense of belonging, and do impactful work together. As an equal opportunity employer, we prohibit any unlawful discrimination against a job applicant on the basis of their race, color, religion, gender, gender identity, gender expression, sexual orientation, national origin, family or parental status, disability*, age, veteran status, or any other status protected by the laws or regulations in the locations where we operate. We respect the laws enforced by the EEOC and are dedicated to going above and beyond in fostering diversity across our workplace. *Applicants with disabilities may be entitled to reasonable accommodation under the terms of the Americans with Disabilities Act and certain state or local laws. A reasonable accommodation is a change in the way things are normally done which will ensure an equal employment opportunity without imposing undue hardship on Headspace. Please inform our Talent Acquisition team by filling out this form if you need any assistance completing any forms or to otherwise participate in the application or interview process. Headspace participates in the E-Verify Program. Privacy Statement All member records are protected according to our Privacy Policy. Further, while employees of Headspace (formerly Ginger) cannot access Headspace products/services, they will be offered benefits according to the company's benefit plan. To ensure we are adhering to best practice and ethical guidelines in the field of mental health, we take care to avoid dual relationships. A dual relationship occurs when a mental health care provider has a second, significantly different relationship with their client in addition to the traditional client-therapist relationshipâincluding, for example, a managerial relationship. As such, Headspace requests that individuals who have received coaching or clinical services at Headspace wait until their care with Headspace is complete before applying for a position. If someone with a Headspace account is hired for a position, please note their account will be deactivated and they will not be able to use Headspace services for the duration of their employment. Further, if Headspace cannot find a role that fails to resolve an ethical issue associated with a dual relationship, Headspace may need to take steps to ensure ethical obligations are being adhered to, including a delayed start date or a potential leave of absence. Such steps would be taken to protect both the former member, as well as any relevant individuals from their care team, from impairment, risk of exploitation, or harm. For how we will use the personal information you provide as part of the application process, please see: <https://www.headspace.com/applicant-notice> #LI-KE1Please mention the word ****THRILLINGLY**** and tag **RMtA3LjE3OC4yMDAuMjA0** when applying to show you read the job post completely (#RMtA3LjE3OC4yMDAuMjA0). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com