

Subscription and Membership Lead

Based: UK or US

Reports to: International Business Development Director

Group Overview: YMU Group is a leading management and professional services company based out of the UK and US. Our mission is to bring added success to everyone who deals with us – both talent and industry clients. We aim to create the circumstances where talented people can build their reputation, influence and success.

We work courageously and persistently with elite talent and clients who represent the best in the industry. We provide a portfolio of services to a wide range of professionals consisting of leaders in entertainment, film, music, radio, television, sport, and the arts, including athletes, authors, digital influencers, musicians, producers, digital artists and TV personalities.

We strive to be the best company to work for and are constantly looking for ways to improve on every level, from providing excellent services to our clients, to staff satisfaction, to diversity and inclusion, mental health and wellbeing.

Our core values: ***We are client first:*** The Group's entire purpose and DNA is centered around serving our clients first and foremost

We are collaborative: We are the many not the few. Clients can access breadth and scale of our service

We are curious: Our clients expect us to be progressive, innovative and informed.

We are egoless: Team is at the core of everything that we do, and the strength of the team is in the collective, not the individual

We are courageous: We are clear about who we are even when that can be deemed as controversial

Team overview: The central team sits in the middle of YMU Group, supporting all departments across the UK & US. We are a specialised team developed to help enhance talents careers by offering more commercial, creative and development support to aid the management teams. We work alongside the management teams to deliver commercial pitches, corporate opportunities, IP development and digital content.

Job Purpose: This exciting new role will support, develop & deliver premium content offerings across numerous paid-for subscription and white label content services for our roster of talent; including exclusive content formats, webinars, rewards, subscriber community and paid for apps.



Reporting to the International Business Development Director, this is a fantastic opportunity for a creative, self-motivated and innovative digital professional, with experience working on digital product, subscription services or similar.

Key Responsibilities:

- **Content management:** Brief in content requirements to creative, strategy and talent teams with deadlines and objectives. Edit content to optimise for premium platforms and apps as needed. Act as the premium content champion across the group, working inclusively with other members of group to help develop new processes for producing premium content.
- **Data analysis and reporting:** Work closely with group data teams but also be confident using analytics tools to ensure constant analysis of premium content and products. Understand how to identify valuable data insights and translate them into actionable tests and improvements. Create regular reports that clearly illustrate to senior stakeholders how content and products are performing and provide insights to inform ongoing and new strategy work.
- **Relationship building:** Work with platforms to continually build on our existing relationships, work to build new relationships with new to market platforms and develop best practices. You will report to the International Business Development Director and work closely with many senior leads within the Group, as well as the central strategy and data teams
- **Marketing updates and tracking:** Keep marketing and digital teams well informed of upcoming changes within premium products and provide teams with all necessary detail for them to create impactful campaigns. You will also be required to stay across the performance of marketing campaigns to identify opportunities to optimise.
- **Competitor analysis and industry best practice:** Stay up to date on competitor subscription offerings and premium product best practice. You will have a passion for user-first premium content and a curiosity for what is new and innovative within the industry.

Person requirements:

- Excellent knowledge of the inner workings of paid for platforms, with an excellent network to access people in these organizations
- Creative person who understands the content landscape, who has a good understanding of creative in the Entertainment industry to be able to work effectively with the rest of the YMU team and YMU's external stakeholders
- Understanding of how to monetise social platforms and best practices
- Excellent organisational skills and ability to work across multiple clients and projects
- Excellent communication skills, with a natural ability to build rapport and relationships
- Ability to analyze simple data to inform decisions.
- Strong research skills, able to condense a broad array of information into insightful information
- Finger on the pulse with creative and media trends.

What we Offer... (these differ depending on UK or US)

We offer a wide variety of benefits including:

- Colleagues Incentive Scheme
- Private medical after 12 months' service
- Enhanced parental leave
- Employee pension scheme
- Unlimited holiday
- Access to flexible working conditions

Equal opportunities:

YM&U Group is an equal opportunity employer. All qualified applicants will receive consideration without regard to protected diversity characteristics such as race/ethnicity, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status. All successful job applications are subject to referencing and background checks.