

POPULATION MEDIA CENTER

30 Kimball Avenue, Suite 302
South Burlington, Vermont 05482

U.S. Programs Associate

Reports to: Executive Vice President

Based at: PMC Headquarters in South Burlington, VT

BACKGROUND

Population Media Center (PMC) is a nonprofit, international nongovernmental organization utilizing entertainment mass media to empower people to adopt healthy lifestyles and behaviors. PMC's work is concentrated on entertainment broadcasting, particularly long-running serial dramas in which characters evolve into role models for audiences.

Grounded in its research evidence and theory-based approach, PMC has implemented successful and innovative programs in over 50 developing countries. Recently the organization applied its methodology to address social challenges in the United States through its award-winning *East Los High* drama displayed on Hulu. Building on this domestic success, the U.S. Programs Associate will facilitate the expansion of PMC's television programming and associated transmedia strategies in the U.S and will advise PMC on television programs in other countries.

GENERAL DESCRIPTION

The U.S. Programs Associate will have overall responsibility for building and managing a development pipeline that generates at least two new drama concepts per year consisting of a show bible and pilot script (at a minimum). S/he will assure the development process adheres to PMC's mission and established methodology. S/he will be the primary PMC liaison coordinating all external parties involved in concept development. Specifically, this includes project management of initiation and concept development stages for all concurrent projects.

At the **Initiation Stage** this position will:

- Manage the identification of issues to be addressed in a given drama through internal/secondary research and/or external solicitations.
- Identify research needs and partners, and oversee formative research implementation.
- Identify and recruit project Advisory Committee members consistent with a drama concept's setting and core behavior change issues.

At the **Concept Development Stage** this position will:

- Assist with the recruitment and selection of writers, and manage the logistics of all writers' workshops, site visits and other preparatory work.
- Assure the Advisory Committee is engaged appropriately and in a timely manner during the creative development process.

- Manage the services of all third party suppliers, including the development and execution of a supporting transmedia strategy.

SPECIFIC RESPONSIBILITIES

- Draft a Strategy Document for expanding PMC's North American based Social Behavior Change Communications efforts, including identification of priority markets and issues.
- Develop a process flowchart of activities, budgets and timelines to guide the development of U.S. projects.
- Build coalitions of service/advocacy organizations that may serve in the capacity of trainers, advisory committee members, and/or production partners.
- Facilitate the selection, contracting and performance of all consultants & contractors engaged to create, produce and distribute PMC's U.S. – based programs.
- Extend the reach and impact of PMC dramas through integrated transmedia strategies.
- Identify financing opportunities and generate increasing interest in PMC's approach in the U.S. entertainment industry.
- Communicate internally and externally verbally and in writing, including drafting all related correspondence and reports.

QUALIFICATIONS AND DESIRED CHARACTERISTICS

- Genuinely motivated by PMC's mission and methodology, including a creative curiosity to drive new applications of its approach in the U.S. market.
- A Bachelor's degree in film/TV production, social work, or public health.
- At least three years project management experience with the proven ability to proactively manage numerous details of concurrent projects simultaneously.
- Strong understanding of and appreciation for transmedia engagement tools.
- Highly productive with a proven ability to manage complex and multiple tasks in an autonomous and timely manner.
- Ability to be a strong advocate of PMC to a wide range of entertainment industry stakeholders.
- Proficiency in Microsoft Office Suite (Word, Excel, Powerpoint).
- Commitment to global population stabilization and related social, health and environmental goals.
- Fluency in Spanish is desirable.