

IMPACT PRODUCER FOR TWO PODCASTS

Population Media Center - U.S. Content Team

PROJECT DESCRIPTION:

Population Media Center is seeking a self-employed media impact producer to develop and execute outreach and engagement impact campaigns for two internally developed podcast projects set to launch in Q2 and Q3 of 2022. Both podcasts are focused on addressing contemporary issues of women and girls' empowerment, gender equality and reproductive health through authentic storytelling, compelling current-affairs narratives and even a little bit of humor.

The ideal consultant will demonstrate a strong history of developing impact campaigns across various commercial media formats using time-tested methods of outreach, organizing and measurement as well as an interest in exploring innovative ideas for the ways that the two podcasts may be able to reach and engage new audiences in 2022. During the initial contract engagement, the impact producer's work will be critical to establish ongoing campaign partnerships, liaison with other leaders, advocates, and influencers in the space, execute social and digital media strategies, and collect project metrics for evaluation reports.

SCOPE OF WORK:

- Further develop or iterate on existing impact strategies, identifying new opportunities to achieve stated campaign outcomes and goals
- Build, manage and update all campaign timelines, ensuring projects remain on schedule and on budget. Track deliverables from partners and vendors.
- Conduct impact partnership research, outreach, and ongoing relationship management
- Execute on Measurement, Evaluation and Learning (MEL) strategies for the campaign, including simple data capture or partner data share
- Manage website development and collaborate with graphic design partners
- Support copywriting and messaging for web, social and digital promotion
- Collaborate with internal or external events teams for the online launch of each podcast to donors.
- Update podcast websites, partner schedules and social outreach for weekly episode launch (10) and ongoing promotion and audience engagement
- Collect data internally and from external partners, inputting into measurement framework and reporting on project outcomes
- Manage reports to podcast grant funders and consolidate impact outcomes for final report for internal use

CONSULTANT QUALIFICATIONS:

- Minimum of 5 years of comparable impact campaign work experience
- Strong knowledge of current events and passion for media-driven social change campaigns. Experience with relevant women and girl's empowerment organizations a plus.
- Demonstrated track record in meaningful audience targeting and online engagement. Experience with coordinating online events a plus.

- Knowledge of the workflow for website development, social media best practices and key digital trends in media
- Experience interacting with diverse stakeholders and strong history of advocacy-based partnership building
- Experience in Measurement, Evaluation and Learning (MEL) methods for media campaigns and an interest in growing these further

ABOUT PMC:

Population Media Center is a long-respected leader in creating and deploying media to tackle complex community and cultural issues. Since 1998, our shows have reached more than 500 million people in over 50 countries. Trained in the art and science of storytelling for social impact, we have created award-winning, popular entertainment for TV, radio, and the web that is positively life-changing around the world. Alongside each project, PMC conducts a rigorous impact evaluation in order to track and measure progress towards ambitious social change goals.

In the United States, PMC develops and produces original content designed to both entertain and address contemporary social issues, including women & girl's empowerment, reproductive health, and environmental sustainability. In the U.S., PMC works across genres, formats, and platforms. Our journey to a robust slate of commercially successful entertainment always follows one guiding star: creating a sustainable planet with equal rights for all.

<https://www.populationmedia.org/us-content>

LOCATION:

PMC's U.S. Content team is considering a possible Q1 or Q2 2022 return to their in-person office located in Marina Del Rey, Los Angeles, CA. Remote work will also be considered.

TIMEFRAME:

Initial project period of nine months, from mid-March 2022 to mid-December 2022, with a possible three-month extension through mid-March 2023.

COMPENSATION:

Pay commensurate with experience.

HOW TO APPLY:

Project proposal, including relevant experience and credentials should be sent to **USContent@populationmedia.org**. Proposals will be reviewed on a first-come, first-served basis and interviews will begin immediately. PMC is fully committed to inclusion and equal opportunity, encouraging every qualified applicant to apply to join our diverse workplace.