

Job Description

Producer

POSITION TITLE:

Producer

REPORTS TO:

Executive Producer, OutKick

DIRECT REPORTS:

N/A

About OutKick:

OutKick is a fearless digital media property that provides an alternate voice to typical sports coverage to a growing national following. Now with the leadership team from 247Sports, the *OutKick* audience is growing exponentially across digital and social channels.

Clay Travis is a two-time bestselling author, radio show host, lawyer, TV analyst, and the founder and lead writer of *OutKick*, formerly *Outkick the Coverage*. His radio show airs daily on Fox Sports Radio from 6-9am ET Monday-Friday on 300 stations in all fifty states and on satellite radio. Travis hosts a daily livestream show at 3pm ET Monday-Friday, making him one of the most listened to, watched and read figures in sports. In addition, we recently launched a new show, *Outkick 360*, focused on current sports topics.

You:

OutKick is looking for a hard-working and creative Producer to help us grow our audience across our digital and social platforms. You will be responsible for developing creative concepts and turning them into engaging videos optimized for our platforms. The ideal candidate also has experience collaborating across teams to make content that is new, interesting, and highly shareable. This role requires you to work on multiple projects at once with the ability to manage them yourself while never compromising the level of quality and creativity.

Where:

OutKick is headquartered in Nashville, TN. Our open, collaborative workspace is filled with passionate media and production professionals. This position will be performed at our main office.

About the Role:

We are looking for a talented creative Producer with a dedication to style and story to join the team at our Nashville facility. This position will work directly with on-camera talent, writers, and editors to ensure timely delivery of daily video content that aligns with the *OutKick* brand voice and creative vision for each video series.

Responsibilities:

- Create original content from start to finish on a daily basis for distribution across multiple digital and social platforms
- Produce both short-form and long-form video and motion graphics at a high level
- Produce content in a variety of styles and techniques, while working within *OutKick* brand style guide
- Consistently seek out resources, ideas and methods to innovate in the production space and to motivate content creators
- Exercise creativity and self-motivation to contribute and actively be a part of a culture of professionalism and exceptional production
- Help lead, manage and support the video/motion graphics team members
- Coordinate projects, production schedules and department needs with the Executive Producer
- Help develop, implement, execute and manage department initiatives, workflows and processes
- Actively engage in the creative process for both post-production and livestream production needs; work with all parties to achieve defined goals.
- Coordinate delivery of produced content for distribution on acceptable channels.
- Assist with the logging and archiving of video content and the overall digital asset management
- Oversee all aspects of video content
- Edit high-quality, short-form videos in a wide range of styles
- Cut versions of videos specifically for each major platform (YouTube, Instagram, Facebook, etc.) in line with established best practices
- Generate exciting and informative creative concepts focusing on stories in sports, politics, and entertainment
- Work with other production staff to craft ideas into engaging and repeatable video series
- Develop, creative ideas for new video features, content and enhancements that advance objectives and strategic plan
- Participate in creative design and planning sessions with production staff

Experience/Skills/Qualifications:

- 8+ years (or equivalent) in video production, broadcasting, television, or similar discipline
- 3+ years of management experience
- 1-3 years relevant experience creating social-first videos
- Media or entertainment experience preferred
- Experience with live production preferred
- Proficiency in Adobe Creative Cloud, especially Adobe Premiere
- Proficiency in social networking platforms
- Ability to learn new systems quickly
- Excellent verbal and written communication skills
- Ability to work quickly and efficiently, delivering high quality results under the pressure of deadlines, with routinely quick turnaround times
- Excellent time management and prioritization skills with strong attention to detail and high work standards
- Ability to work collaboratively with a team, independently, and under close direction
- Experience creating short-form video for platforms including Facebook, YouTube and, Instagram
- Track record of creating video that grows and engages social audiences organically

- Deep knowledge of social media video best practices, landscape and ability to recognize stories that drive engagement
- Strong visual storytelling abilities
- Team player and cross-functional skills/knowledge to cover other areas, as needed

Bonus Qualities:

- Knowledge of digital marketing strategies and campaigns
- Media brands industry experience
- Experience creating budgets and profit/loss responsibility
- Experience in graphics and digital video design