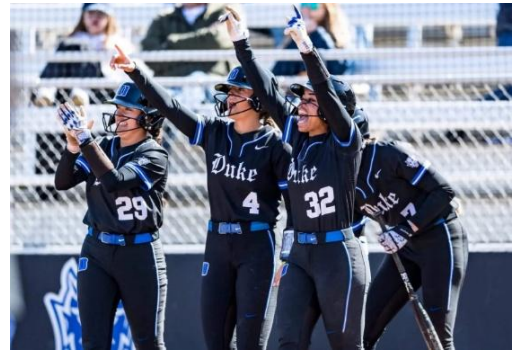




**Brief for the position of:**

**Senior Vice President,  
Digital Media & Operations**



## JOB DESCRIPTION

# Senior Vice President, Digital Media & Operations

*NIL TV, Inc.*

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LOCATION	Durham or Denver partial Remote considered for the right candidate
DEPARTMENT	Digital Media & Operations
REPORTS TO	Chief Executive Officer
TYPE	Full Time

## ABOUT NIL TV

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NIL TV is an independent commercial media network built around college athlete Name, Image, and Likeness (NIL) content. We produce, package, and distribute premium programming that connects athletes, schools, brands, and fans operating outside the regulatory uncertainty of the NCAA as a true commercial media company.

Our platform is anchored by three pillars:

- **Collaboration** school and brand partnerships, beginning with TrueBlue TV, Duke's official NIL media channel.
- **Contests** NIL Star, our national competition franchise that generates recurring, high-engagement content.
- **Original Programming** owned series and formats built for streaming, social, and our forthcoming FAST channel.

We are scaling quickly toward a multi-platform FAST channel launch and a slate of original shows distributed across services such as Hulu, YouTube, Paramount+, and Disney+. This is a ground-floor leadership opportunity to help build the operating engine of a fast-growing media network.

## THE ROLE

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The Senior Vice President, Digital Media & Operations is a senior leader responsible for two tightly connected mandates: **getting NIL TV's content in front of audiences everywhere it should live**, and **building the operational backbone** that lets the company produce and distribute at scale.

You will own digital and streaming distribution end-to-end, lead the build-out and launch of our FAST channel, and stand up the systems, workflows, and vendor relationships that keep production and operations running cleanly. You'll partner directly with the CEO and founding team including content, marketing, and partnerships leadership to turn an ambitious slate into a repeatable, measurable operation.

This is a builder's role for someone who is equally comfortable negotiating a distribution deal, architecting a content-management workflow, and owning a P&L line by line. It is designed to grow with the company: the SVP will carry profit-and-loss responsibility for the digital and operations function from day one, and the right leader will have a clear path to expand into a **Chief Digital Operations Officer (CDOO)** role as the network scales.

## KEY RESPONSIBILITIES

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### Digital Media & Distribution

- Own NIL TV's distribution strategy across FAST, OTT/streaming, social, and owned digital channels.
- Lead the planning, build-out, and launch of the NIL TV FAST channel, including platform onboarding, scheduling, ad operations coordination, and carriage relationships with services such as Hulu, YouTube, Paramount+, and Disney+.
- Develop and manage programming schedules, content windowing, and release strategy across all platforms.
- Build the analytics and reporting framework define KPIs, instrument the funnel, and turn audience and performance data into programming and distribution decisions.
- Grow audience, watch time, and engagement across the network's digital footprint.

### Content & Production Operations

- Build and manage the content operations pipeline from ingest through post-production, QC, packaging, and delivery.
- Establish media asset management (MAM/DAM) standards, metadata practices, and version control so the growing library stays organized and reusable.
- Define and document production workflows, delivery specs, and turnaround standards across internal teams and external production partners.
- Manage freelance and vendor production resources, including scoping, onboarding, and quality oversight.

### Business, P&L & Platform Operations

- Own the profit-and-loss for the digital media and operations function set the budget, manage spend, and drive the unit toward defined margin and growth targets.
- Build revenue and cost models for distribution and the FAST channel; partner with finance on forecasting, reporting, and performance against company financial targets.
- Stand up and maintain the operational systems that run the company distribution tooling, the email/SMS communications hub, project management, and reporting infrastructure.
- Own vendor and platform relationships: evaluate, negotiate, and manage technology and service partners, with accountability for the economics of each deal.
- Create the processes and documentation that let a lean team operate like a much larger one.

### Leadership & Cross-Functional Partnership

- Build, mentor, and lead the digital media and operations team as the function scales.
- Serve as a connective leader across content, marketing, partnerships, and finance, translating creative ambition into operational reality.
- Represent NIL TV with distribution partners, technology vendors, and platform contacts.
- Bring structure and rigor to a fast-moving startup without slowing it down.

## QUALIFICATIONS

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### Required

- 8+ years in digital media, linear media, streaming/OTT, or broadcast operations, with 3+ years in a leadership capacity.
- Demonstrated experience launching and/or operating a FAST channel, OTT service, or multi-platform digital distribution operation.
- Strong command of content operations: MAM/DAM systems, delivery specs, scheduling, and post-production workflow.
- Proven success managing distribution partnerships and platform relationships.
- P&L ownership or comparable budget accountability for a media, distribution, or operations function.
- Fluency with media and audience analytics able to define metrics and act on them.
- Operational discipline: budgets, vendor management, process design, and documentation.
- Excellent cross-functional leadership and communication skills.

### Preferred

- Experience in a startup or high-growth media environment where you built systems from scratch.
- Familiarity with ad-supported streaming economics and ad operations.
- Background or interest in sports, college athletics, creator, or NIL-adjacent media.
- Experience managing distributed teams and external production/freelance networks.

## GROWTH OPPORTUNITY

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This role is built to grow with NIL TV. The SVP, Digital Media & Operations will own the P&L for the function from day one and will have a defined path to expand into a **Chief Digital Operations Officer (CDOO)** role as the network scales taking on broader operational and financial leadership across the company, a larger team, and an expanded mandate spanning distribution, content operations, and digital business strategy. Performance, ownership of the function's results, and contribution to the company's growth will drive that progression.

## FIRST 12 MONTHS WHAT SUCCESS LOOKS LIKE

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- A clear, executable distribution roadmap is in place across FAST, OTT, social, and owned channels.
- The 2027 FAST channel build is on starting in Q2, with platform partners secured and a programming schedule operating reliably by Q3.
- Content operations run on a documented, repeatable pipeline with organized asset management.
- A KPI and reporting framework gives the leadership team real visibility into audience and performance.
- Core operational systems and vendor relationships are stood up, with the function's P&L owned, budgeted, and tracked against targets.

## COMPENSATION & BENEFITS

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- Base salary: \$100,000
- Equity: Meaningful option package as we want you to own a piece of what we are building (details discussed during interview process)
- Health: Coverage will be initiated after the completion of next round of fundraising.
- Work arrangement: Durham or Denver partial Remote considered for the right candidate with flexibility, will need to travel for key events, athlete activations, and investor meetings
- Growth: SVP, Digital Media & Operations would be one of the first 10 employees, so compensation expected to scale as the company scales