



## **Job Title: Lead - Channel Partners, Curator & Content Curation**

**Location:** Ahmedabad

**Experience:** 4–6 years in content strategy, media partnerships, or digital curation

**Department:** Content & Partnerships

**Reporting To:** ABC Film Factory Head

---

### **Role Overview:**

As the Channel Partners & Curators Lead, you will be the architect of ABC Talkies' content strategy, overseeing the curation of diverse and high-quality films while fostering strategic partnerships with film collectives, production houses, indie studios, and institutional channels. Your role is pivotal in building a compelling content ecosystem that reflects the platform's vision — to democratize film distribution and amplify fresh cinematic voices. You will be working very closely with the CAL and the Leadership team for constantly improvising and upgrading the content library.

### **About ABC Talkies**

ABC Talkies is India's first digital cinema marketplace, enabling independent filmmakers to showcase and monetize their work directly. We're on a mission to disrupt the OTT and indie film ecosystem.

### **Duties and Responsibilities:**

#### **1. Content Curation Strategy & Execution**

- **Design and execute content curation frameworks** that align with the platform's brand identity and audience segments (e.g., regional gems, student films, female-led narratives, festival darlings).



- Maintain a balanced content portfolio across genres (drama, comedy, thriller, animation), formats (shorts, features, docs), and languages.
- Implement **editorial cycles**, weekly or monthly “collections”, and thematic showcases to increase content visibility.
- Work with data and audience insights to evaluate what’s working and refine the curation plan accordingly.

## 2. Channel Partner Network Development

- Identify, onboard, and nurture **Channel Partners** — production houses, film clubs, indie labels, regional studios, content aggregators, and film school content labs — to source curated packages or content streams.
- Develop partnership models such as:
  - **Revenue-share partnerships**
  - **Exclusive showcase windows**
  - **Co-curation or branded channels**
  - **TBSC Roll Outs**
- Maintain a dynamic database of channel partners, tracking their content pipeline and engagement level.
- Co-create “branded curations” in collaboration with partners like Media Schools, Film Institutes, Media Certification organizations. Etc.

## 3. Filmmaker & Partner Relationship Management

- Build lasting relationships with filmmakers and creative communities to become their go-to platform for showcasing and monetizing content.
- Provide **creative feedback** when needed to elevate submission quality.
- Act as a bridge between the creator and platform: explain platform mechanics, audience demographics, marketing possibilities, and monetization terms in a simple, empowering way.

## 4. Platform Programming & Editorial Collaboration

- Collaborate with the marketing and design teams to bring curated collections to life on the homepage, newsletters, social media, and in-app banners.
- Define seasonal or event-based programming calendars.



- Provide editorial input for filmmaker interviews, curator notes, blog posts, or festival tie-ins.

## **5. Quality Control & Legal Readiness**

- Screen content submissions and ensure all uploads meet quality benchmarks in terms of storytelling, visual/audio fidelity, and relevance to the audience.
- Oversee rights validation, including IP ownership, language/subtitle availability, and legal release documentation.

## **6. Performance Tracking & Optimization**

- Track content performance: views, engagement time, retention, and user ratings.
- Use these insights to:
  - Recommend removals or upgrades
  - Improve partner curation strategies
  - Adjust programming cadence and content display

## **7. Festival & Institutional Outreach**

- Establish relationships with international and regional film festivals, universities, and film departments to curate seasonal slates or exclusive content windows.
- Work with these bodies to promote student talent, award-winning entries, or grant-funded films.

## **Skills and Qualifications:**

- A Media school grad from Programming background.
- 3–5 years of experience in Production, Programming & Linear or OTT experience in content curation.
- Understand film reviews and script evaluation.



- Passion for cinema and storytelling.
- Good negotiation and communication skills.
- Work at the intersection of tech, creativity, and cinema.
- Help shape the future of film distribution for indie creators.
- Grow with a dynamic team disrupting the digital entertainment space.

**Where to Apply:**

Please send your CV to [careers@abctalkies.com](mailto:careers@abctalkies.com).