

Digital Asset Manager

Got talent
#JoinAlpha

Working in the Product Development and Management Team (PDM), and in close collaboration with the newly formed Alpha Creative Hub (ACH) based in Kuala Lumpur Malaysia, this role presents a unique opportunity to contribute to the growth of Alpha, in its service of the global church, at this exciting time. Working across our global asset portfolio, the Digital Asset Manager will play a critical role in shaping the administration of Alpha's digital assets (predominantly digital film) on a new media asset management (MAM) platform, helping to design, implement and manage an appropriate system to ensure effective organisation, accessibility, utilisation, and reporting across the global organisation.

About Alpha

Alpha is a series of interactive sessions that freely explore the basics of the Christian faith. The vision of Alpha is to see the evangelisation of the nations and the transformation of societies. The mission is to inspire, train, equip and mobilise churches around the world into more effective evangelism through Alpha and its related ministries. Today, over millions of people around the world have attended Alpha.

To apply, submit your application with full resume, current and expected salary to asiapacificcareers@alpha.org

Alpha

Key Responsibilities

Based in Kuala Lumpur, the Digital Asset Manager will have the following responsibilities:

Digital Asset Organization

- Partner with the Alpha Creative Hub (ACH), Signal Flare, Digital team and the MAM storage platform provider to create and implement a comprehensive new digital asset management strategy and solution to store and organise a diverse range of digital assets.
- Optimise and manage strategy for product taxonomy and file naming conventions.
- Create reporting and insights for continuous improvement, including on system usage, content acquisition and user engagement.

Create, Implement and Manage Workflows & Processes

- Collaborate with cross-functional teams including ACH, Digital team, Product Managers and Regional and National Alpha Office (NAO) teams to understand digital asset needs.
- Work with ACH to create, manage and implement workflows. Oversee processes including asset requests, retrievals and approvals.
- Manage all aspects of the implementation including change management across the global regions.

Content Acquisition, Lifecycle & Rights Management

- Partner with product managers to identify specific existing content for acquisition.
- Collaboration with the ACH to oversee and manage the entire lifecycle of digital assets, from creation and acquisition to distribution and archiving.
- Build and maintain strong relationships with Regional and NAO teams to facilitate asset collection and content acquisition into the digital asset management system, including from online storage and physical hard drives.
- Document and manage licensing agreements and restrictions for all assets. Monitor and ensure compliance with copyright and usage rights. Manage cycles and renewals for legal contracts.

Metadata Management & Quality Control

- Create and maintain metadata standards for digital assets to enhance searchability and facilitate efficient retrieval.
- Collaborate with Product Managers to create and implement quality control checks to ensure that digital assets meet established standards for content (Alpha DNA), resolution, format, and branding.

User Training and Support

- Support Regional and NAO teams to request and access assets from the new digital asset system
- Provide training to end-users on asset management tools and processes. Be the go-to-person for troubleshooting and user queries.

Qualifications & Essential Skills

- Self-starter, hustle, assume ownership, and manage multiple, competing priorities simultaneously with high attention to detail in a start-up and fast-paced environment.
- Demonstrated success implementing digital asset management solutions and workflows in a complex enterprise creative environment.
- Proficient in building, cultivating and sustaining collaborative relationships with stakeholders and partners.
- Technical experience of managing technical projects, and/or hands-on technical experience.
- Proven success as a key member of a remote, cross-functional team. Able to communicate and direct equally well with people in business, and technical positions.
- Demonstrated ability to apply structured thinking and analysis techniques to ambiguous problems.
- Experience making business recommendations and influencing business leaders and stakeholders.
- Language skills: Written & Oral - English.

Desirable Characteristics

- Knowledge of and passion for Alpha.
- Spiritual maturity and unquestionable integrity.
- 'Can do' attitude.
- Able to work in a team-oriented, collaborative environment.
- Culturally adaptable to work with different language groups.