



*Discover if a behind-the-scenes  
YouTube career is your next move.*

## IS CHANNEL MANAGEMENT RIGHT FOR YOU?

A Self-Assessment Guide *by Chey Lorraine*

### **What Is a YouTube Channel Manager?**

A Channel Manager is the strategic and operational manager behind a YouTube channel. You're not the face on camera—you're the force that gets the videos seen. From planning content to optimizing performance, you help creators and brands grow their presence and drive results.

### **Core Responsibilities of a YouTube Channel Manager:**

- Research & pitch high-performing video topics
- Write compelling video titles & descriptions
- Create or oversee thumbnail design
- Upload, schedule & publish videos
- Manage backend settings (tags, playlists, end screens)
- Monitor analytics and adjust strategy
- Coordinate vidographers, video editors or designers

## QUICK SELF-ASSESSMENT: *Do These Sound Like You?*

Answer YES or NO to each:

YES

NO

☐☐

I enjoy organizing content, systems, or schedules.

☐☐

I'm curious about how YouTube works—especially strategy and analytics.

☐☐

I'd rather be behind the camera than in front of it.

☐☐

I'm detail-oriented and love checking boxes.

☐☐

I like helping others shine.

☐☐

I'm comfortable using tech tools (Google Drive, Canva, AI tools, etc.).

☐☐

I've got a creative side—especially with words, visuals, or branding.

☐☐

I have a good eye for design and content trends—I can spot what's working visually and know how to replicate or adapt it.

☐☐

I enjoy solving problems and testing new ideas.

☐☐

I often notice how others could improve their videos or social media.

☐☐

I enjoy reviewing performance analytics to understand what worked, what didn't, and how to improve future videos.

☐☐

I've thought about freelancing, starting an agency, or building a business.

### YOUR SCORE:

#### 10-12 YES:

**Strong fit!** You're aligned with what it takes to thrive as a Channel Manager.

#### 6-9 YES:

**Promising potential!** You may just need the right training, tools & support.

#### 0-5 YES:

**Maybe not the ideal path.** Consider exploring other opportunities related to YouTube.

*If you scored a YES...What's next?*



# You don't have to go it alone...

## TECH TOOLS YOU MIGHT USE AS A YOUTUBE CHANNEL MANAGER

These tech tools vary by channel. You don't need to be a tech wizard but should enjoy working with tools like:

- Canva, Photoshop, AI Apps or Designers for thumbnail generation
- Google Drive / Sheets for content planning & file sharing
- YouTube Studio for uploads, analytics & research
- ChatGPT / AI tools for ideation, content writing, titles, tags, chapters & more
- Project management tools (Trello, Notion, ClickUp) to keep things on track
- Opus Clip or other apps that convert long form to short form

## TRAINING RESOURCES

If you scored high and this sounds like a career path you're excited about, here's what you can do next:

- ➡ Start practicing—volunteer for a friend's channel or look for an internship
- ➡ Start building a portfolio so you're ready to pitch clients or land in-house roles

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systems pros use



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## Looking for work?

If you're looking for a freelance or in-house channel manager role, please contact Chey at [chey@cheyloraine.com](mailto:chey@cheyloraine.com) to see if she's aware of any current openings.