

Director of Short form advertising

Responsibilities

- Responsible for driving growth and profitability - gross billings improvement
- Work with management to document and advance the operational standards of the media buying process
- Develop new business development strategy, improvement of sales tools & presentation process
- Formalize the client services process to improve communication, relationships and reporting
- Formalize budgeting process throughout the company
- Create and implement management vision & objective planning process for applicable departments
- Create and maintain strong relationships with active clients, vendors and partners to the company
 - Develops the new business target strategy
 - Prospect and develop new business opportunities through existing partners and new relationships.
 - Research and analyze trends within and around the industry
 - Identifies new business targets and qualifies the business.
 - Plans the contact strategy.
 - Develops and presents new business presentations.
- Manages the department resources (human and financial) dedicated to new business. This includes resources needed for new business pitches (presentations, travel and entertainment).
- Identifies alternative revenue streams such as agency partnerships and establishes the relationship.
- Attends appropriate industry functions.
- Prepares and presents monthly new business status reports.

Qualifications

- BA/BS degree
- Minimum five years relevant business development experience either at an advertising agency or with a Direct Response Marketer.
- Proven management ability — both people and projects.

- Proven track record in finding, facilitating and closing new business prospects.
- Effective communication (written and oral) and presentation skills.
- Ability to facilitate and collaborate and negotiate.

The successful candidate must be an enthusiastic, positive, dynamic sales person with a proven customer relationship record. The position requires a highly motivated self-starter, must have demonstrated leadership skills, self confidence and drive to succeed.

Compensation

The company offers a competitive salary and bonus compensation with full benefits package.