

POSITION TITLE: STRATEGIC ACCOUNT DIRECTOR, DIGITAL VIDEO SALES

LOCATION: NEW YORK CITY, NEW YORK

About the Opportunity

The Commercial Development Team is responsible for onboarding and activating all new enterprise media companies. Media companies include broadcasters, national networks, MVPDs, local broadcasters, content owners, digital publishers and digital distribution companies who have video media to monetize. This team is focused on closing new accounts, and partnering with our Strategic Accounts team on expanding current accounts to leverage additional products.

This role requires a deep understanding of our client's business, the competitive landscape, and the intricacies of the Videology system in order to best position our complementary products and solutions. A product or technical background in digital video, television or related ad tech/consulting is required. Additionally, commercial experience in revenue or business development is also desired. Most importantly, the candidate must be a self-sufficient, aggressive strategic driver comfortable in startup environments is highly valued.

Furthermore, this role requires a strong knowledge of the ecosystem and media company priorities to align client needs with the various capabilities of the Videology platform and product solution packaging. You will be required to represent Videology externally at client meetings, social engagements, events and conferences. Ultimately, the Digital Director will be building the commercial relationship around the success of the client base. Working cross-functionally with monetization, product, marketing, legal, operations and all departments is key.

Job Responsibilities

- Architect sales strategies, account monetization and related technical/product needs
- Work with leadership to create messaging, positioning & subsequent materials for Enterprise Clients. Manage the clients from initial engagement to revenue/profit attainment
- Work with multiple internal departments (ex. legal, marketing, operations, product) to ensure consistency, deliver client feedback and refine client strategy
- Lead in transition plan to strategic accounts team for platform activation, training & development for clients who license Videology's software solutions.
- Client relationship management and education in converged/cross screen
- Establish expertise with clients regarding digital video, TV, convergence, programmatic and competitive advertising landscape

Minimum Qualifications

- BA/BS degree
- 7 + TV product or technical experience required
- 3+ years of experience with a technical or consultative digital video or advanced TV capacity
- 3+ years in commercial or business development
- Strong analytical and problem solving skills and the ability to map client needs to effective solutions
- Ability to translate complicated concepts & capabilities in a simple, clear and concise manner
- Extreme diligence in managing pipeline, updates, exec memos and clear paths to revenue
- 50%+ Travel required based on client needs

Resume Submission

Please submit your resume to careers@videologygroup.com and denote the position title and location of the job you are applying for in the email subject line.