

POSITION DESCRIPTION

ASSOCIATE AUDIENCE DEVELOPMENT MANAGER

News Distribution Network, Inc. (NDN) www.newsinc.com is headquartered in Atlanta, Georgia. The NDN solution offers video, multimedia, advertising and structured data in one platform. Our model provides online media companies with a profitable way to manage and publish syndicated video from premium broadcast sources. Our platform enables the broad distribution of news, business, finance, entertainment, and sports content for the online newspaper, magazine, radio and portal markets. Partners include Reuters, CBS, ABC, NBC, Bloomberg, Comcast (E Entertainment), TV Guide, TMZ, Hearst, Tribune, Cox, Gatehouse Media, Raycom, Meredith, Boston Globe, Washington Post, Philadelphia Enquirer, Westwood One, Cumulus Media, Travel Channel, Advance Internet, Chicago Sun-Times Group, and others.

THE POSITION

The Associate Audience Development Manager position will be based in NDN's Washington, D.C. office and will report to the Content Director.

RESPONSIBILITIES

The Associate Audience Development Manager will have two primary responsibilities, which include:

- Audience growth, including NDN partner and viral. Growth is achieved by optimal new partner implementation, content optimization and increased user engagement. Primary responsibilities include tracking content performance, widget and playlist performance and viral spread. Responsibilities also include development and execution of promotion strategies based on knowledge gained from analytics.
- Editorial support in the form of programming playlists and the active promotion of contextually relevant video for current and prospective NDN partners.

This role actively collaborates with sales, technical support, operations and product management to grow audience while providing customer service and support in both a pre-sales and post-sales capacity.

EXPERIENCE

- Minimum of a year of experience at a major media organization, preferably with an online news property.
- Must have detailed knowledge of online news landscape, with a particular focus on online video.

- Familiarity with online content management systems.
- Highly proficient in analyzing online consumer behavior and turning data into actionable information for optimizing audience development activities.

KNOWLEDGE

- Basic understanding of web based technology including video content and advertising, content management systems and Flash.
- Comprehension of web analytics.
- Knowledge of digital business models.

PERSONAL TRAITS

- A highly motivated, self-starter. Operates with a sense of urgency and values accountability.
- Very strong communication, teamwork, relationship building, inter-personal and reporting skills. Importantly, will have the ability to converse technically and clearly with customers.
- Ability to handle a heavy workload, prioritizes projects, multi-task, and accurately estimates efforts and delivers to deadlines while enjoying the challenge.
- Attention to detail with excellent organizational skills.
- Ability to work autonomously within a larger team.
- A quick learner who will thrive in our fluid, fast-paced, dynamic, scaling environment.
- Accomplished at analyzing and solving technical issues and problems.
- Conducts him/herself with a high degree of integrity.

EDUCATION

Bachelor degree at a minimum.

COMPENSATION

Compensation package includes base salary, stock options and benefits.

CONTACT

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NOTE: This job description is not intended, and should not be construed, to be a complete list of all responsibilities, skills, and efforts associated with the position. It is intended to be an accurate reflection of the principle elements of the position.