

POSITION DESCRIPTION

AUDIENCE DEVELOPMENT MANAGER

News Distribution Network, Inc. (NDN) www.newsinc.com is headquartered in Atlanta, Georgia. Our video platform provides online media companies with a profitable way to manage and publish syndicated video from premium broadcast sources. With our video and advertising technologies, online publishers have one-stop access to revenue generating video content spanning news, business, finance, entertainment and sports. We eliminate the cost of publishing online video and make it profitable.

THE POSITION

The Audience Development Manager position will be based in Atlanta at NDN's headquarters, and will report to Hyde Post, Vice President of Media Services.

RESPONSIBILITIES

The 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 working with content team on development and execution of promotion strategies based on knowledge gained from analytics.
- Provide project management and proactive customer service for distribution clients. Responsibilities include development and execution of implementation strategies for new content distribution partners. Adaptive technology and communication skills are key requirements for this process.

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

Audience development responsibilities include:

- Design audience development and traffic plans for our network of publisher sites to meet business needs.
- Use analytics to drive continuous improvement in financial performance.

- Use analytics to help optimize advertising campaign performance and improve user engagement with content.
- Collaborate with business development and sales to identify new business opportunities.
- Leverage analytics to develop and execute on content-sharing viral strategies to increase audience exposure to and consumption of our video content via social networks and social bookmarking.

Revenue operations responsibilities include:

- Provide best-in-class customer service and support.
- Own the technical customer on-boarding process, which includes account setup and management within NDN's technology and ad-serving environments, technical and editorial requirements gathering, as well as collecting and organizing partner requirements and capabilities for dissemination across various internal business units.
- Communicate with customers through all venues including in person, via email, web and telephonically.
- Be a technical expert on NDN's products which include: video content management system, online video players, video ad serving platform (AdaptTV), and licensed online video content from major content providers.
- Consult technically with current and prospective customers.
- Communicate with members of the product support and product management teams to provide prompt resolution to customer issues and product enhancement requests.
- Instruct clients on how to use the NDN platform and products through all venues including in person and via the web.
- Lead the implementation and maintenance of the NDN platform.
- Travel to customer sites as necessary during the sales process as well as during implementation.

EXPERIENCE

- Minimum of 4 years experience in digital media and/or advertising preferably with an online advertising agency or online publisher.
- Highly proficient in analyzing online consumer behavior and turning data into actionable information for optimizing audience development activities.

- Skilled in enhancing online product development initiatives.
- Demonstrable proficiency with video ad-serving technology.
- Successful track record at optimizing content to increase user engagement and grow audience.
- Have collaborated with marketing, creative and technical teams.
- Adapt at revenue earned per page analysis for trend analytics and revenue per video viewed analysis for financial analytics.

KNOWLEDGE

- In-depth understanding of web based technology including video content and advertising, content management systems and Flash.
- Core understanding of web analytics.

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, prioritize projects, multi-task, and accurately estimate efforts and deliver 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

recruiting@newsinc.com

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 principal elements associate with the position.