

POSITION DESCRIPTION

DIRECTOR OF PUBLISHER BUSINESS DEVELOPMENT

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 Director of Publisher Business Development will be based in New York, San Francisco or Los Angeles and will report to Laura Stinnett, Vice President of Sales & Marketing.

RESPONSIBILITIES

The Director of Publisher Business Development will be responsible for the development of NDN's partnerships with distribution publishers. Partnerships encompass publishers' use of NDN's complete video solution across their sites. The NDN video solution includes: a video content management system containing licensed video content from major media providers; online video players, widgets, and single embeds; video ad serving platform (AdaptTV); advertising; editorial support; and analytics. S/he will bring a systematic approach to developing distribution relationships with a strong emphasis on near term results while meeting the demands of publishers.

EXPERIENCE

- Demonstrable portfolio of contacts in the media industry with a proven track record of success in developing and closing deals. S/he will have the right level of relationships with major media groups such as Gannett, Tribune, McClatchy, Freedom, and Scripps among others, along with contacts at the individual properties as well.
- Accomplished in selling Web 2.0 Internet products preferably sophisticated multimedia solutions such as video serving platforms, advertising platforms, etc.
- International sales and/or business development experience is a plus.
- Preferably have gained experience at a large, sophisticated organization and then successfully transitioned to a smaller, more entrepreneurial environment.

KNOWLEDGE

- Highly competent understanding and interest in Web 2.0 video technologies and related business models.
- Core understanding of web analytics.

PERSONAL TRAITS

- An aggressive, highly motivated, self-starter. Very bright and a quick study able to “hit the ground running” and quickly impact the business. Operate with a sense of urgency and value accountability. He/she will thrive in our fast-paced, dynamic, fluid environment.
- A visionary and a problem-solver. Analytical and able to assess market opportunities and translate them into business initiatives.
- Able to be both strategic and conceptual with a hands-on approach to the business. Enjoys being involved in the details of the business and is a “make it happen” individual.
- Very strong communication, relationship building, inter-personal and reporting skills. Importantly, highly competent conversing technically and clearly with publishers, developers, and advertising.
- Conducts him/herself with a high degree of integrity.

EDUCATION

At a minimum, a Bachelor degree in a related field such as business, advertising, or journalism.

COMPENSATION

Compensation package includes base salary, MBO bonus, 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.