

CURRENT OPENINGS | UK

Job Title: **Director Video Sales, Europe**
Department: **Global Video**
Location: **London, UK**

ABOUT ADCONION

Adconion Media, Inc. is the largest privately-held independent online advertising network in the world. Our team works with top-tier agencies and advertisers around the world to develop integrated campaigns that extend the value of brands online through our video, display, search and direct response marketing products. These campaigns live on our network of premium publishers and reach more than 300 million unique users every month – about one-third of the entire global Internet population. Adconion is profitable and cash-flow positive, and dedicated to fueling growth through reinvesting in our team and our technology.

We believe in delivering targeted content and advertising to relevant audiences – and we have grown by anticipating where the industry will move. We are leading the evolution of ad networks by developing our own content monetization and ad serving platform, and we have aggressively extended our platform through acquisitions, including Frontline Direct, HiClip, RedLever, and most recently Joost.

WHAT WE ARE LOOKING FOR

We are looking for a talented and motivated individual to join our team. Successful candidates will thrive in a competitive and fast-moving business environment while adhering to high ethical standards; will exhibit confidence, energy and intelligence in discussions with business owners and executives; will devote time to improving their understanding of the online advertising world; will interact in a cooperative and friendly manner with co-workers; will be self-starters who perform at a consistent and high level; and will enjoy working hard and having fun with other members of the Adconion team.

THE POSITION: DIRECTOR VIDEO SALES, EUROPE

The Director Video Sales, Europe, is required to assist the Director Global Video, Head of Europe, and the European Sales Teams with strategic planning on their agencies/advertisers to ensure continued growth of existing clients and new clients. They are responsible for managing Video revenue forecasting, lead generation activities and pipeline management.

The position will also focus on supporting Adconion's European sales team targeting digital and traditional media agencies for well-qualified opportunities to pitch brands. In this capacity, the candidate will need to specialise in online video and television industries, help educate the sales force about online video benefits, join pitch meetings to close sponsorship/integration deals with the digital agencies, advise on market trends and recommend product development. Consistent communication with other country leadership teams will also be required. This is a senior product & sales leadership role within the Adconion Group.

The Director Video Sales, Europe, will report to the Director Global Video, with a dotted line to the Head of Europe.

RESPONSIBILITIES

- The Director Video Sales, Europe will be responsible for the education of video to Adconion sales managers, development and management of the company's major accounts (agency and client direct), ownership of the EU Video revenue target.



- Cultivate relationships at the highest levels of top agencies and large on-line advertisers
- Report market trends
- Consulting on Brand RFP's and help submit relevant proposals
- Manage internal communication effectively
- Update team on competitive landscape
- Recommend product development
- Participate in major video industry events – IAB, Speaking events etc
- Drive revenue through long-term, high dollar contacts.
- Be the key video sales evangelist for Adconion in the agency, client and partner market place
- Develop new markets as needed
- Consult with clients on their marketing needs and creatively design solution packages
- Support the Adconion Academy
- Work with the creative services department to manage workflow

SKILLS/EXPERIENCE

- Communication skills essential – written and verbal
- Must have digital video sales experience. Television and video experience is preferred.
- Understanding of “Branding” and how it is being used online today
- Experience in Video Network is preferred
- Ability to lead through product knowledge, communications skills and sales capabilities
- Must have senior UK agency contacts, European agency contacts are a benefit
- Excellent track record in developing relationships with advertising agencies and direct advertisers
- Strong understanding of Advertising Sales
- Strong relationship building skills and cross-team working capabilities
- Excellent customer service skills
- Ability to establish and maintain effective working relationships with managers and employees
- Minimum 4+ years of Senior Sales experience and generating monthly revenues above target goals
- Bachelor's degree in related field

WHAT YOU SHOULD BRING AS WELL

The successful candidates will thrive in a competitive and fast-moving entrepreneurial business environment while adhering to high ethical standards; will exhibit confidence, empathy and intelligence in discussions with business owners and marketing executives; will devote significant off-the-job time to improving their understanding of the online advertising world; will interact in a co-operative and friendly manner with co-workers; and will perform at a consistently and high level with minimal need for supervision or management. You must have a degree (or equivalent) and demonstrable work experience in addition to proficiency in MS Word, PowerPoint and Excel.

If you are focussed, energetic, and looking to make a difference in your next career move - genuinely excited by the opportunity to stamp your mark within this company that has ambitious plans for expansion we would like to hear from you.

Please send your resume along with a cover letter and salary requirements to jobs-UK@adconion.com.
Please indicate 'Director Video Sales, Europe' in the subject line.

