

CURRENT OPENINGS | UK

Job Title: **Director of Media**
Department: **UK**
Location: **London, UK**

ABOUT ADCONION

Adconion Media Group is the largest independent global audience and content network. Our team works with top-tier agencies and brand marketers around the world to develop integrated advertising campaigns that extend the value of brands online through our video, display and search marketing products. These campaigns live on our network of premium publishers and reach about one-third of the entire global Internet population every month. Adconion is 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 OF MEDIA

This is a critical and challenging senior commercial leadership role. The Director of Media will take charge of the Business Development functions within the UK division. Reporting to the Commercial Director, you will lead strategic direction of the media supply function which currently constitutes a variety of different site-representation models. With your extensive digital knowledge, you will be required to develop relationships at a higher level with both UK and European publisher partners to ensure that Adconion has the best possible performing inventory on which to run its client's campaigns. In addition, you will lead and develop the Media team in achievement of these objectives.

REQUIRED SKILLS/EXPERIENCE

- Track-record of exceeding revenue and/or profit goals
- Extensive, high-level UK and/or international publishing contacts
- Hands on approach - ability to swiftly get to grips with complex systems, models and processes and provide input early on regarding improvements
- Ability to hire highly professional staff and build a successful team
- Strong negotiation skills
- Comfortable with digital pricing models - (CPM, CPA, CPC) and implications for our business
- Strong management credentials, able to drive results through motivating, coaching and influencing a team and enabling them to perform at the highest level.



- Excellent presentation, communication and interpersonal skills with the ability to articulate and deliver messages effectively.
- Experience of developing and delivering against strategy
- Outstanding customer service skills
- Educated to degree level
- Familiarity with using proprietary software tools and excellent working knowledge of Microsoft Office
- Working knowledge of ComScore, Nielsen and other auditing tools
- Demonstrable experience gained from within a digital sales network, agency or sales house.
- Bright, charismatic, inspirational with the ability to win credibility internally.

KEY RESPONSIBILITIES

- To lead and grow Adconion's media function in UK with responsibility for media buying and company gross profit margin.
- Act as an inspiration for the AMG media team
- Grow and develop team size and structure according to agreed sales-, margin- and profit targets in close coordination with Commercial Director
- Develop close relationships with publishers and position Adconion as preferred network partner.
- Establish video advertising campaigns as a valuable part of the Adconion product offering
- Work in a close-knit country management team to ensure revenue and profit targets are exceeded
- Provide team with ongoing training, both structured and on-the-job

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 of Media, UK' in the subject line.

