

## CURRENT OPENINGS | UK

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

## ABOUT ADCONION

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Adconion Media Group is the largest, privately held independent global audience network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach through a single network. The company provides innovative products for advertisers and competitive revenues for publishers.

Adconion reaches nearly 300 million unique users worldwide...1/3 of the total global Internet population. Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, Joost Content Network, and its branded content development and distribution arm, RedLever ([www.red-lever.com](http://www.red-lever.com)).

The holding company is a UK company with corporate offices in the UK, Germany and the US. We have sales and media offices around the globe including Germany, France, Spain, Canada, the UK, the US, and Australia with more coming soon. Adconion received a record US \$80 million of funding, and since then has acquired Frontline Direct, a US based email and database marketing specialist, HiClip, a video ad server, Red Lever, a premium branded entertainment studio, and Joost, a world class content distribution and monetization platform.

Adconion won the Investor AllStars award for 2008 "Deal Envy of the Year" in addition to being named to the Library House list of the hottest 100 private media-tech companies in Europe. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

## THE POSITION: DIRECTOR VIDEO SALES, EUROPE

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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

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- 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

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- 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

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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](mailto:jobs-UK@adconion.com).  
**Please indicate 'Director Video Sales, Europe' in the subject line.**

