



Position Specification

Vice President of Digital Sales

The Company

Poised as the leader in family-friendly entertainment, our Client is a rapidly-expanding, global media network. The company's mission is to transform the face of media via television, radio and online, combining superior audience experience with safe family entertainment. Providing media solutions for socially conscious business strategies, the company is committed to opportunities yielding both high financial and social returns in the multiple domains of media.

The Position

The Vice President, Digital Sales will develop and manage the digital and mobile ad sales business for the integrated online platform for an independent, national cable network. Responsibilities include developing and growing the digital sales business for a game-changing technology that combines the best of social networking and traditional television networks. This includes strategically positioning the digital brand in the marketplace, collaborating with the ad sales team to identify key cross-platform opportunities, and partnering with the SVP of Sales and Business Development on strategic development.

While this role is a management position, it will require direct sales and quota accountability while the team is grown over time.

Location

New York City preferred
Los Angeles and Dallas considered

Responsibilities

- Responsible for revenue generation
- Responsible for budget development and management
- Responsible for strategic development of digital sales offerings
- Work closely with the (digital) product development team to create saleable products and sponsor packages
- Create sales goals, hire and manage a digital sales team as growth allows
- Present and position digital offerings in the marketplace
- Work with VP of Ad Sales and Ad Sales team to develop integrated sponsor opportunities
- Develop monetizing strategies for all digital assets (online, mobile, ipad, apps, video, etc.)





The Candidate

Education

An Undergraduate degree required.

Professional Qualifications

- Minimum of 7 years of media and ad sales experience
- Minimum of 4 years of digital sales experience
- Established relationships with client and digital agencies
- Demonstrated success in an emerging platform or new market

To learn more about this opportunity or provide a confidential referral, please contact:

***Pearson Partners International, Inc.
8080 N. Central Expressway, Suite 1200
Dallas, Texas 75206
214-292-4140 – Fax
response@pearsonpartnersintl.com***

Please use this reference code in the subject line of your response:

Reference Code: VP Digital Sales_322-02_PPI

[Click here to visit the Pearson Partners International website](#)