

Director, New Business Development

Award-winning agency, looking for a goal oriented New Business Development Director, to lead the company growth with focus on innovation and tangible results. Candidate must have a demonstrated track record of successful new business achievements, should be a natural connector and have strong networking abilities, must have a team player attitude and drive marketing innovation. This is a hands-on job including leads identification, prospecting development, negotiations skills and administration oversight.

Responsibilities include, but are not limited to the following:

- Provide key direction and vision in order to consistently deliver quantifiable New Business opportunities, increasing leads' awareness, consideration, conversion and revenue.
- Achievement of aggressive sales revenue and company profitability goals, both individually and for the company— this is a “hands-on” job and the candidate will lead by performance example. Minimum revenue goal is \$2,000,000 annually for this position.
- Build a strategic business plan for growing Eclipse revenue which will include identifying and evaluating key new business opportunities and organic growth from existing clients. Oversee quarterly account reviews; assess and implement action plans for achieving goals.
- Develop and secure customer relationships with key cable MVPD's, program networks, studios and system regional/divisional staff, and new business opportunities outside of the Cable TV industry, preferably with companies that could have synergistic alignments with our existing client base. A key focus will be on developing new business from OTT services, Networks and Movie Studios.
- Securing strategic partnerships, to not only increase revenue but to bring added-value to the services which Eclipse provides to its clients.
- Work with internal marketing and creative groups to develop strategic proposals and marketing materials that will help grow the business.
- Through client contact and feedback, work with marketing and creative groups to evaluate and develop new products and services.
- Manage and oversight of individual key account responsibilities for largest clients/corporate offices.

Knowledge, Skills, and Abilities required

- Possess progressive new business development and marketing experience skills to drive major growth, capitalize on new revenue sources, and manage aspects of all daily prospecting operations.
- Demonstrate strong consultative and solution-based approach.
- Innovative business development and marketing leader with broad experience; strategic and creative problem solving thinker with a strong entrepreneurial spirit and passion for entertainment, technology, digital marketing, direct response, innovation, and success at reaching today's consumer.
- Bachelor of Arts in Marketing or Communications, with a minimum of 7 years of new business, marketing and/or senior account management experience in the vertical of Cable TV or advertising industries.
- Proven and documented track record of new business pitches and management performance.
- Must be a customer-driven and relationship-oriented professional that delivers financial results.
- An effective negotiator that is able to withstand stress and be able to turn confrontation into substantive progress.
- Ability to problem-solve and manage multiple tasks simultaneously in a fast-paced work environment.
- Able to assess risks and manage accordingly.
- Experience with CRM tools, ability to use daily to manage customer contacts and progress through pipeline development steps within a CRM system environment. Experience with ACT a plus but will be required to learn.
- Proficient skills in Microsoft PowerPoint, Excel, Word and Outlook.
- Knowledge of SAP Business One a plus, but will be required to learn.
- Ability to take direction and perform tasks independently as well as work well with a team.
- Strong communication skills: oral, written, presentation and interpersonal.
- Strong analytical skills with attention to detail and follow through are critical.
- Proven leadership ability to influence the development and empowerment of employees to achieve business goals and objectives within a team approach.
- Ability to analyze and interpret financial data.
- Ability to communicate and interact with individuals and management at all levels.
- Ability to travel 25%.

Eclipse Marketing Services, Inc. is a creative marketing agency and entertainment and technology industry growth expert recommended and trusted by Hollywood studios and Fortune 100 clients for consistently and quickly delivering on its promises and getting the job done right. Main areas of expertise include: Strategy, Design, Digital, Print, Multicultural and Partnerships Marketing.

All qualified applicants will be afforded equal employment opportunities without discrimination because of race, creed, color, national origin, sex, age, disability or marital status.