

# JOB DESCRIPTION

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**Position:** **Business Development Manager**

**Department:** **Business Development**

**Location:** **London, UK + International Travel**

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## **Job Purpose**

To win and manage contracts with content owners, platform owners, brands and media agencies.

## **Reporting Details**

The post holder will report to VP business development.

## **Context**

MirriAd's core business is embedding logos and other brand images into video content. It operates in four content categories: Feature films, TV, Music videos, and User-generated content. (Each content category can appear on more than one platform, for instance feature films and TV shows are increasingly viewed online and on mobile devices.)

## **Key Outputs**

- Manage commercial projects signed by the VP, business development
- Help cultivate new relationships
- Establish new relationships in designated territories, probably mainly in the TV category in EMEA and Asia
- Help develop policies and structures to facilitate the work of the business development function

## **Key Selection Criteria**

### **Qualifications**

- Good first degree
- Good MBA an advantage but not necessary

### **Experience**

**Last Updated:**

**Author:**

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At least five years commercial experience within the media (probably TV) and/or advertising industries

### **Knowledge**

- Good knowledge of the media and advertising industries, including digital aspects
- (Probably) experience of the television industry, and some level of personal network within it

### **Skills**

- Strong commercial acumen
- Strong demonstrable skills in sales and project management

### **Personal Attributes/Competencies**

- Good team worker – collaborative approach
- Entrepreneurial drive
- Positive attitude: a problem solver rather than a problem-finder
- Strong communication skills
- Positive and determined attitude – persistent, and able to recover quickly from setbacks

**Last Updated:**

**Author:**