

## The Promotional Edge

### **Senior Manager/ Director, Business Development and Marketing**

The Promotional Edge (TPE) is seeking an experienced Business Development professional with a focus on developing partnerships with new and existing clients within the cable and entertainment industries that has a strong understanding of Marketing.

#### Job Description:

Highly motivated sales and marketing specialist with a proven track record of establishing and building strong client relationships. Substantial understanding of the cable landscape, enabling the candidate to partner with respective clients to develop programs which exceed their business goals and objectives. Support the Vice President and Senior Manager in securing, developing and executing marketing initiatives in support of partner priorities and needs. Create and prepare business proposals within clients' outlined budget parameters. Ability to effectively manage creative development process (concept through execution), campaign support elements (on air, off air and online), and production while ensuring project stays on brand, on time and on budget. Incorporate clients' creative vision into various promotional and event elements. Solid writing abilities for drafting creative briefs, sales materials, and promotion planners. Provide strategic support and recommendations to ensure promotions and programs are on target and brand based. Lead post mortem conversations (internal and external) and create detailed promotion wrap reports including any ROI analysis. Collaborate with team members in East Coast and Central offices. Los Angeles based position.

#### Experience/Skills Required:

A minimum of 5 – 8 years experience with a strong sales record in business development within the cable and entertainment industry. Candidate must have established contacts and be willing to take a hands on approach in building new business. Self-starter capable of working alone or in collaboration with others. The ideal candidate will have also have a strong understanding of marketing including social media and multiplatform marketing. Clear, concise thinker that serves as a team player. Ability to multi task and thrive in a fast-paced environment. Excellent written and verbal communications skills. Highly organized with an ability to juggle many clients' needs within strict time frames. Candidate will be required to conduct sales calls and maintain daily contact. Must be able to travel. Bachelor's degree required.

#### About The Promotional Edge (TPE):

The Promotional Edge (TPE) is a full service marketing and promotion agency dedicated to bringing their client's marketing vision to life. Their expertise falls

into the following areas:

- Marketing and Promotional Strategies
- Event Management
- Travel Programs
- Full Service Promotions
- In-Market Programs
- Sweepstakes Management

