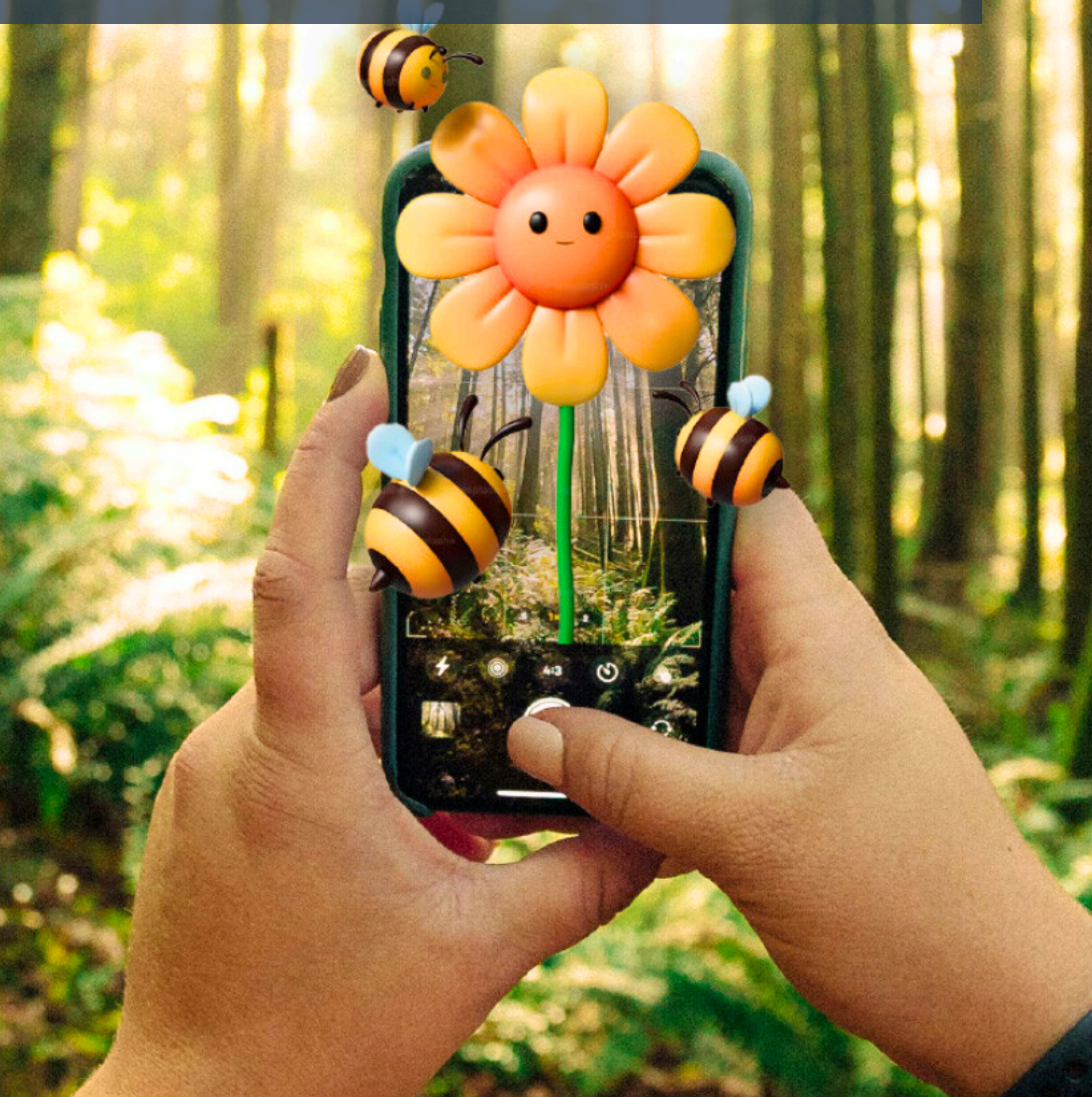


VICE PRESIDENT OF BRAND PARTNERSHIPS

MediaOne | Remote





MediaOne

Not Your Average Digital Marketing Partner

At MediaOne, we make destinations unmissable. We're the team behind the clicks, the campaigns, and the creative that make people say, "We HAVE to go there." We mix smart digital strategy with scroll-stopping creative to get real results for destinations and brands. No fluff. No outdated marketing jargon. Just sharp, strategic work that connects with people and makes an impact.

Who We Are —The people behind the pixels.

MediaOne isn't your typical digital media company. We're a team of strategists, creatives, and big thinkers who care about one thing: making your destination stand out.

We understand the human spirit.

We've worked with cities, small towns, and big-name brands to turn marketing into movements. And we do it with: big ideas, smart data, creative that inspires, and digital strategy that actually works.

We're not here to just sell ads. We're here to help destinations tell stories that stick, build partnerships that matter, and create campaigns that actually get results. And if you're looking for a team that just "checks the boxes"? That's not us.



WE'RE CURIOUS

Adventure is our middle name. We strive to show our clients another side of life. We never settle for 'okay'.



WE'RE INSIGHTFUL

Our experts embody wisdom, and understanding. Always improving industries.



WE'RE CREATIVE THINKERS

Innovative, imaginative, and original ways to reach audiences is what we live for.



WE'RE INNOVATIVE

We don't merely react to trends; we anticipate them, proactively shaping the future of digital media through innovative.



WE'RE SUPPORTIVE

Our experts embody wisdom, and understanding. Always improving industries.



WE'RE KIND

Innovative, imaginative, and original ways to reach audiences is what we live for.



POSITION SUMMARY

We are seeking a results-driven and client-focused Business Development & Services Professional to join our innovative digital media company. Reporting to the Chief Sales & Marketing Officer, this role involves identifying growth opportunities, nurturing client relationships, and ensuring the seamless delivery of digital services. The ideal candidate will be a strategic thinker with strong sales acumen, excellent communication skills, and a passion for driving digital media solutions that meet client needs.

Vision & Values

MediaOne's mission is to be America's most customer-centric digital solutions company, empowering clients to cost-effectively grow their business. We value honesty, transparency, personal excellence, continual self-improvement, and mutual respect. We are committed to our customers and have a passion for responsive digital media. We take on big challenges and pride ourselves on seeing them through. We hold ourselves accountable to our customers, stakeholders, partners, and team members by honoring our commitments, providing results, and striving to deliver second-mile service.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Business Development

- Identify and pursue new business opportunities to expand the company's client portfolio.
- Develop and execute strategic plans to achieve revenue targets and drive business growth.
- Build and maintain relationships with prospective clients, industry partners, and key stakeholders.
- Prepare compelling proposals and pitch presentations to win new business.

Client Services & Relationship Management

- Serve as the primary point of contact for key clients, ensuring satisfaction and fostering long-term partnerships.
- Understand client goals and develop tailored digital media strategies to meet their objectives.
- Monitor client accounts to ensure service delivery aligns with expectations and performance metrics.
- Conduct regular client check-ins and report on campaign performance and insights.

Strategic Planning & Market Insights

- Stay informed on digital media trends, market dynamics, and competitive landscape.
- Provide insights and recommendations to enhance product offerings and services.
- Collaborate with internal sales, marketing, and operations teams to deliver seamless client experiences.

Project & Campaign Management

- Oversee the execution of client campaigns, ensuring they meet objectives, deadlines, and budgets.
- Coordinate with creative, technical, and data teams to manage campaign development and delivery.
- Troubleshoot and resolve client concerns with professionalism and efficiency.

QUALIFICATIONS

- Bachelor's degree in Business, Marketing, Communications, or a related field.
- Proven experience in business development, account management, or client services in a digital media environment.
- Strong understanding of digital media platforms, products, and strategies.
- Excellent communication, negotiation, and interpersonal skills.
- Ability to manage multiple projects and clients simultaneously while meeting deadlines.
- Data-driven mindset with the ability to analyze and report on campaign performance.
- Proficiency in CRM tools and project management software. Working knowledge of HubSpot and Wrike is a plus.
- Established connections within the Travel and Tourism Industry preferred.

KEY CHARACTERISTICS

- Collaborative
- Committed to Personal Excellence
- Consultative Sales Approach
- Effective Communicator
- Hunter Mindset
- Industry Expertise
- Innovative Mindset
- Negotiation & Closing Skills
- Networking Skills
- Relationship Builder
- Results Driven
- Strategic Thinker

• TOP PRIORITIES (First 6 Months)

- Understand the Market and Clients — Conduct an in-depth analysis of the DMO (Destination Marketing Organization) market, including current trends, client pain points, and competitor offerings. Meet with key clients and prospects to understand their needs firsthand.
- Assess and Optimize the Sales Process — Review existing sales strategies, pipelines, and processes. Identify gaps, inefficiencies, or opportunities for improvement. Implement best practices to streamline and strengthen the sales cycle.
- Build Relationships Internally and Externally — Establish strong credibility and rapport with internal teams (marketing, product, operations) and begin building meaningful relationships with key DMO clients, prospects, and industry partners.
- Develop a Targeted Go-to-Market Strategy — Create a clear, actionable plan to approach DMOs with MediaOne's digital services. Prioritize accounts, set measurable goals, and craft tailored messaging that resonates with decision-makers in the sector.
- Drive Early Wins and Demonstrate Value — Identify and pursue quick-win opportunities with high-potential DMO clients to secure new business or expand existing partnerships. Showcase tangible results to build momentum and credibility.
- Establish Metrics and Reporting Systems — Set up robust tracking for sales activities, client engagement, and revenue outcomes. Ensure clear KPIs are in place to monitor progress and adjust strategies as needed for continuous improvement.



Andrea Christopherson

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If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.