

LIBERTY+ADVERTISING

Position:

Manager, Business Development

Job Description:

Liberty Advertising is looking for a Business Development Manager who will collaborate with internal and external contacts to drive revenue across unsold inventory, data assets, audience extension, and other initiatives. This role demands the ability to think analytically, build strong relationships with partners, and drive results while working across numerous groups within the organization.

Essential Functions:

- Produce analysis on indirect revenue channel performance including the performance of ad networks, exchanges, and yield optimizers. Provide recommendations to maximize yield of each.
- Execute media buys targeting first party data attributes, programmatic preferred deals, and private auctions.
- Pursue new revenue opportunities for sites across data, display, and mobile. Qualify and quantify revenue opportunities.
- Manage day to day relationships both with clients and internally across multiple business units.

Necessary skills:

- Outstanding verbal and written communication skills
- Understanding of online media (advertising industry)
- Superior skills with MS Excel, MS PowerPoint, and web applications

Responsibilities:

- Build and provide reporting to management on data & display revenue forecast
- Perform pricing analysis and manage price floors for all ad and data products
- Submit monthly billing data. Work with finance and clients to resolve discrepancies
- Review and approve advertisers to maintain extensive block lists and site restrictions
- Work with ad ops team to set up campaigns and manage delivery
- Stay informed of the latest industry news and developments.

Requirements:

- BA or BS degree
- Must be a team player, excel at multi-tasking, and possess strong negotiating skills
- Excellent written and verbal communication skills with the ability to build strong relationships
- Familiarity with ad tags, pixels, ad exchanges, campaign management, and optimization

About us:

Liberty Advertising, a subsidiary of Liberty Media (NASDAQ: LINTA), is a sell side agency representing the media sales for a network of e-commerce, retail centric and other web sites. We have a daily reach of over 23 million users and we serve over 50 billion advertisements a year. We take a white-glove approach to servicing our publisher and advertiser clients through highly customized advertising programs. Our publisher portfolio includes Evite.com, BarnesandNoble.com, and over 30 other Liberty Media and independent brands.