



## GREENGALE PUBLISHING

**TITLE:** Senior Director of Brand Development

**LOCATION:** Los Angeles

**REPORTS TO:** Publisher

### **PURPOSE AND DESCRIPTION OF JOB**

The Brand Development team will focus on revenue generation for GreenGale brands including magazines, digital assets, and events. Brand Development will be responsible for seeking out and developing local opportunities from ideation through execution to achieve revenue goals. GreenGale's strategy is to create a regional media powerhouse. As such, the Los Angeles area teams will work collaboratively and seamlessly, exhibiting a "one team culture" to achieve this goal.

### **ESSENTIAL FUNCTION:**

The Brand Development Director will be responsible for ideation and execution of LA Confidential based activation for all national clients. Coordination of LA based national accounts proposals will be presented to the publisher for approval prior to client presentation.

### **DESCRIPTION OF FUNCTION:**

1. Assures client added-value programs and events are aligned correctly to execute client objectives.
2. Works closely with GreenGale brand development team and publishers to pre-vet programs to ensure multi-market, complex programs to be developed and fulfilled with flawless execution. Assures client program and events are aligned correctly to execute client objectives.
3. Executes the development, implementation, fulfillment and post-analysis of programs and events to ensure success and company profitability.
4. Proactively develops sales presentations and selling tools for sales teams to clearly communicate LA Confidential brand value.
5. Develops and maintains relationships with local media and VIP's and liaises with the VP, Marketing & PR as well as any agencies to grow local media & VIP relationships.
6. Represents the company at client and company events to promote business, where appropriate.
7. Management of social media programs.

### **MINIMUM REQUIREMENTS**

The following are required to enable job holders to perform the essential functions of the job.

#### **(1) Skills/knowledge**

Knowledge of sales market and competitors

Ability to operate a computer and Microsoft Office programs (Word, Excel, Powerpoint) and Gmail

**(2) Experience/education**

Bachelor's degree (B. A.) from four-year college or university; or five to eight years related experience and/or training; or equivalent combination of education and experience.

Minimum five years prior experience in branding, public relations and/or events marketing

Prior experience in publishing recommended

Must be able to work cohesively with all levels of management.

**(3) Physical effort and dexterity**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Frequently required to walk, sit and stand

Frequently required to lift and/or move up to 25 pounds.

**(4) Visual acuity, hearing, speaking**

Note: Candidates whose disabilities make them unable to meet these requirements will still be considered qualified if they can perform the essential functions of the job with reasonable accommodation.

Regularly required to talk or hear.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**(5) Environment and scheduling**

Scheduled hours are Monday – Friday, 9:00am to 5:30pm with a thirty minute unpaid lunch.

Overtime hours outside business hours may be required as needed.

The noise level in the work environment is usually moderate.

The employee regularly works in an office setting and offsite- may be exposed to outdoor climates when required to go offsite.

It is not the intention of this position description to limit the specific duties of this job, but rather to describe the major responsibilities and activities associated therewith at the time the position was prepared. As our company changes, as its needs change, or simply with the passage of time, the specific task and responsibilities which comprise any job also tend to undergo changes. Such changes may consist of additions to, reductions in, or substitutions of duties and responsibilities.