



## VP/MARKETING STRATEGY

### COMPANY OVERVIEW

DMR/Interactive is the leading strategic marketing consultancy and service provider for the media industry. DMR/Interactive provides integrated marketing solutions that include precision-targeted, multi-contact personalized campaigns across mobile, digital, social, telephony, direct mail, e-mail, word-of-mouth and database marketing services. DMR/Interactive also provides data analytics and business intelligence services to clients. For more information, visit [www.dmrinteractive.com](http://www.dmrinteractive.com)

### RESPONSIBILITIES AND CORE BEHAVIORS

Reporting to the President, the VP/Marketing Strategy is responsible for revenue generation, marketing strategy development and building client relationships.

### RESPONSIBILITIES AND CORE BEHAVIORS

- Meet and exceed quarterly sales targets
- Proven ability to engage and build relationships with decision makers and key influencers across the radio industry
- Create client centric solutions that generate immediate impact with a long term emphasis
- Identify prospects by utilizing proven lead generation and repeatable sales process
- Ability to identify business needs, manage the sales process and determine the appropriate marketing mix for the client
- Organize and plan daily sales routine to maximize productivity
- Work with client service team to optimize campaigns and deliver campaign reporting and insights
- Personal characteristics including passion for radio, curiosity, enthusiasm, perseverance, experience working in radio, dedication and integrity are skills that create successful team members with DMR/Interactive

### REQUIRED SKILLS

- Minimum 5-7 years experience with emphasis on radio in B2B sales environments
- Strong background and understanding of Nielsen audience measurement as well as traditional and digital database marketing applications
- Astute at closing new business and managing existing accounts
- Strong consultative and strategic selling background
- Proven track record of quantifiable sales accomplishments

- Superior verbal, written and presentation skills, including active listening
- High energy and results driven
- Strong organizational and time management skills
- Proficiency with Microsoft Office including Excel and PowerPoint, social media, and CRM applications
- Self-motivated with the ability to work autonomously and collaboratively
- College degree

## ADDITIONAL INFORMATION

### SUPERVISORY RESPONSIBILITY

This position has no direct reports, but plays a leadership role in the company and will be involved in management and strategic conversations and decisions

### WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and scanners.

### PHYSICAL DEMANDS

This role is largely sedentary; however, some filing is required. This would require the ability to lift files, open filing cabinets and bend or stand as necessary.

### POSITION TYPE AND EXPECTED HOURS OF WORK

This role is an exempt position, which requires work related travel and work weeks that typically exceed 40 hours. One paid 10 minute break for every 4 hours of work and a 30 minute unpaid lunch break on days when working 4 or more hours.

Specific compensation plan and sales territory will be provided by President.

Along with competitive compensation, on the first of the month following 30 days of employment, employee is eligible to accrue paid vacation and participate in employer sponsored insurance coverage (health, vision, dental, long term disability). On January 1 or July 1, following one year of employment, employee is eligible to participate in employer sponsored 401K plan including discretionary 3% automatic contribution and profit sharing awards.

Please include Position Title in Subject Line and email your resume and cover letter to Andrew Curran, [acurran@dmrinteractive.com](mailto:acurran@dmrinteractive.com)

Please provide the following information with your submission. Your contact information and/or resume. A list of references. Submissions without these components will not be considered. All applicants will be kept confidential.