



We Get Family

## Job Description

**Job Title:** Director, Client Solutions  
**Reports to:** SVP, Client Solutions  
**Location:** New York  
**FLSA Status:** Exempt

### Summary

The Director, Client Solutions is responsible for the strategic development and implementation of linear/digital/social/mobile and on-site advertiser client solutions that maximize ad sales revenue for UP/Aspire. The primary responsibility is to create and implement cross-screen, co-branded solutions that promote the advertiser's brand and the UP/Aspire brand, its programming and network initiatives. This role will interface and collaborate with all levels at UP and within Ad Sales teams.

### Essential Duties and Responsibilities

- Develop dynamic, ground-breaking, cross-screen concepts for national advertisers that drive incremental ad sales revenue and elevate the UP/Aspire brand, partnering with all necessary UP/Aspire internal departments and external vendors.
- Conceptualize ideas based on network and client objectives, consumer behavior/insights, and marketplace intelligence. Negotiation of sales and client deal points within the network for high-profile business.
- Weekly presentations, daily communication with Ad Sales about relevant programming and marketing opportunities, as well as ongoing development/fulfillment projects.
- Oversee execution of sold advertiser marketing projects to ensure that the final product reflects the UP/Aspire brand, and manage those projects where production companies are contracted (for example: integrations, custom integrated spots). Convert success stories into case studies.
- Manage/execute reciprocal partnerships that leverage advertiser assets to drive tune-in and promote the UP brand and its programming. Manage workflow of Client Solutions Coordinator.
- Collaborate and oversee the development of the Upfront multi-media presentation and event elements of the roadshow.
- Lead the execution of the Ad Trade Communications plan to support ad sales in positioning network in the marketplace and providing high visibility during the upfront to generate consideration and make UP a “must buy” network.
- Oversee development and execution of marketing tool kit for ad sales including B2B website, premiums, direct mail, eblasts and client/industry events.
- Execute sales strategies, priorities, projects as developed by SVP, Client Solutions.



### **Education/Experience**

Bachelor's degree in media, communications, advertising/marketing, business or related field. 6-8 years of broadcast/cable television cross-screen integrated marketing, with demonstrated success in developing and executing linear/digital/social/mobile advertiser initiatives. Expertise in the ad sales process and advertising industry. Company, brand and marketing knowledge within the domestic marketplace for blue chip advertisers.

### **Computer Skills**

To perform this job successfully, an individual must have a thorough knowledge of Microsoft Office Suite including Word, PowerPoint and Excel. Knowledge of Custom Show a plus.

### **Other Skills/Knowledge**

Strategic, Creative, and Innovative

- Ability to strategize long-term, aligning concepts with future network initiatives
- Ability to generate creative and customized solutions in response to advertiser RFP's
- Innovative thinking to connect national advertisers with UP/Aspire viewers

Results-driven

- Idea generator working under tight deadlines
- Proactive, self-starter, seeks out opportunities to monetize
- Risk-taker with sharp business acumen

Executive-level communication skills

- Advanced relationship-building skills
- Negotiation skills to connect disparate agendas/teams

### **Certificates and Licenses**

No certifications needed.

### **Supervisory Responsibilities**

Coordinator, Client Solutions.

### **Work Environment**

The noise level in the work environment is usually moderate.

### **Application Process**

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-uptv/jobs/4080-director-client-solutions>.

For information on our company, visit [www.uptv.com](http://www.uptv.com)