

# United States Jobs Expertini®

## Associate Director, Business Development - Publisher and Influencer

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Company: Linkby

Location: Los Angeles

Category: other-general

Linkby is a global VC-funded adtech business that connects both established and emerging D2C ecommerce brands with the world's largest publishers – including The Daily Mail, News Corp, Penske Media Co, Dotdash Meredith, The Daily Beast, Katie Couric Media and hundreds more – helping them to work together more profitably, and effectively, than ever before through its suite of products and services.

As we continue to build out our expert global publishing team to support Linkby's rapid growth in the UK, US and APAC markets, we're looking for an exceptional Business Development lead to identify, unlock and drive new areas of publisher and creator growth across North America.

Reporting to the Chief Content Officer and collaborating with the global leadership team, this role will be responsible for identifying opportunities to both onboard new publishers to the Linkby platform and scale existing publishers, in addition to playing a key role in the growth of our forthcoming venture into influencer marketing.

The role's responsibilities will cover two key areas:

### **Publisher Growth**

Strategise the aggressive growth of Linkby's publisher footprint across North America,

working closely with the CCO to identify and chase down new opportunities for expansion

Drive all facets of the publisher onboarding cycle, including prospecting, closing (this includes managing any legal back and forth as it relates to our T&Cs) and onboarding before handing off the relationship to the publisher management team

Identify decision makers within large-scale publisher networks, building relationships and holding high-level discussions to understand publishers' business models and challenges to effectively pitch Linkby's suite of products as a solution, particularly our end-of-site monetisation product Pubfeed

Work with the Publisher Management team to grow existing publisher partnerships by identifying opportunities to expand our services beyond our core Marketplace product

Understand our competitors' services to effectively communicate Linkby's point of difference in the sales pitch

Serve as the subject matter expert on developments in the commerce industry, advising publishers on new opportunities to generate revenue

Apply the same strategies to growing out our publisher network in the UK and Australia as time permits

Represent Linkby on panels, and at conferences, as required

## **Influencer/Creator Growth**

Support in building out our sales strategy for influencer marketing services and solutions

Establish key relationships with talent agencies, content creators and channel partners

Contribute to influencer contract negotiation, content planning, measurement and ROI analysis

Stay up to date with social media marketing, influencer marketing, and performance marketing, and develop relevant POVs that engage clients and enhance our

competitiveness

Preferred Skills:

5 to 8+ years of experience in digital publishing and/or influencers in either a senior content or sales-lead capacity

A deep understanding of publisher business models and content monetization strategies

Relevant experience in the influencer marketing space

Excellent existing relationships with publishers in the North American market

Strong analytical skills to monitor publisher performance and identify untapped opportunities

Experience creating and presenting high-quality collateral to senior stakeholders

Proven communication and interpersonal skills, with the ability to thrive in a remote work environment

Entrepreneurial mindset with a passion for driving innovation in the digital media landscape

Benefits:

Employee Stock Ownership Plan (ESOP)

Performance-based bonus

Comprehensive health benefits package

Remote work flexibility with access to WeWork

Regular team gatherings and opportunities for professional development

This is a unique opportunity to work with a global team intent on disrupting the way the world's most exciting digital media brands monetise their audiences - we can't wait to hear from you!

### **\*About Linkby\***

Linkby is a global VC-funded adtech business that revolutionizes the way established and emerging D2C ecommerce brands connect with leading publishers worldwide. Our suite of products and services empowers brands and publishers to collaborate profitably and effectively, driving performance-based cost-per-click revenue through trusted, quality content. Founded in Australia, Linkby operates out of Sydney, London, New York, Toronto, Vancouver, Singapore and Malaysia.

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