

SB Nation is looking for an **Executive Director, Growth and Monetization** to drive strategy, development and support for each line of business that contributes to SB Nation's bottom line. You'll have the unique opportunity to create long-lasting relationships with partners in addition to overseeing multiple revenue streams of business. This role oversees three teams that drive our monetization and growth efforts across advertising revenue, strategic partnerships and e-commerce.

Reporting into the Vice President / General Manager at SB Nation, in this high-visibility internal and external facing role, you'll drive network growth initiatives within our advertising business, identify strategic partnership opportunities, and optimize our e-commerce businesses, analyzing key metrics to identify trends, and resolve business issues.

**What you'll do:**

**Leadership & Management**

- As a part of the growth and monetization leadership team, lead by example, exhibiting the [Vox Media values](#) while being a resource for others.
- Manage and effectively motivate a team of strategists, offering support and development opportunities in order to deliver results.

**Business Strategy**

- Oversee a team of strategists that will lead the franchise development, editorial tentpole planning efforts and audience development for SB Nation and our sports vertical communities - Secret Base, combat sports, NFL, Outsports, NCAA FB, NCAA BB, NBA, WNBA, MLB, NHL, soccer, special events (ownership of sports to be split between the team).
- Own cross-network proactive planning with Vox Media editorial networks.
- Work closely and meet regularly with sales leadership to get marketplace feedback; action sales priorities within edit planning with SB Nation editorial leaders.
- Work closely with the research and analytics team to garner relevant editorial insights; create thought leadership opportunities using editorial insights and data/surveys to educate external partners and potential clients.
- Track sales pipeline against growth goals, working with marketing strategy team to adjust where needed.
- Prepare and present quarterly competitive audits based on editorial priorities.

**Strategic Partnerships**

- Oversee the strategic partnerships team with a focus on identifying new business opportunities and lead the development and presentation of strategic business plans.
- Support/lead business development discussions with external and internal strategic partners across digital, mobile, OTT and talent.
- Coordinate with key internal and external stakeholders in the development and execution of deals.

**E-Commerce**

- Oversee the e-commerce operation, with a focus on direct to consumer initiatives and affiliate sales, across the SB Nation network.
- Partner with e-commerce leadership to maximize revenue to tie campaigns to editorial tentpole moments.

**What you'll bring:**

- Passion for media and a deep knowledge of the digital media advertising business.
- Analytical and process-oriented with exceptional attention to detail; able to manage large, complex projects with dedicated follow-through.
- Experience building and executing digital sponsorships.
- Ability to drive business-critical projects from beginning to end, manage relationships with partners, and develop a strategic perspective on the latest industry trends and market opportunities.
- Ability to build effective relationships and work well with a wide variety of people across functions and levels.
- Experience in facilitating and managing strategic partnerships in the advertising and/or media industry.
- Prior experience managing a team.
- Desire to inspire positivity and cultivate positive department culture.
- Highly effective presentation skills with proven ability to distill complex information into digestible insights for a variety of audiences.
- Proficiency in Excel, Keynote/Canva/Google Slides (or similar pitch design software), and Word applications.

**Bonus points for:**

- Strong existing agency and brand relationships.
- Experience selling / marketing podcasts.