



**Job Description:** Marketing Director  
**Status:** Full Time  
**Location:** New York City, New York

### About Spotzer Media Group

**Spotzer is the first global advertising agency dedicated to making high quality video advertising fast, affordable and highly targeted. [www.spotzer.com](http://www.spotzer.com).**

We offer a remarkably affordable online library of creative, ready-to-air commercials produced by industry-leading professionals from around the world.

We also help our clients plan and buy video spots across multiple advertising media, including television, the web, and out of home TV (location specific, narrowcast networks). We use the latest technologies for targeting advertising to limited geographic areas and well defined demographic audiences. This helps our clients better target their customers and brings efficiency and cost-effectiveness to their video advertising.

By following our 3-step process, our clients can:

1. Purchase rights to use one of our pre-produced commercials with a degree of exclusivity that matches their specific needs and budget.
2. Personalize a selected commercial with their logo, pictures, slogans and contact information.
3. Develop highly targeted media plans based on their specific objectives, audience and budget.

Spotzer levels the playing field by giving businesses more affordable video advertising so they can meet the changing needs of their customers and to respond to the marketing messages of their competitors.

We back up our innovative process with a strong customer service team dedicated to helping ensure the success of our client's media campaign.

### Position overview:

We are looking for a Marketing Director to join our team and help Spotzer capitalize on its unique offering and global opportunity.

This position will be responsible for developing and implementing our US marketing efforts including our channel marketing program and corporate marketing activities in order to support sales, help grow revenue and build an industry-leading brand.

The opportunity will appeal to the right individual who enjoys our industry and has the ability to operate in an innovative, ambitious and fast-growth environment.

The ideal candidate will have experience in building successful channel programs in the advertising industry and have a strong base of potential partner contacts.

The position will be based in New York City, USA.

**Responsibilities include:**

- Develop and implement revenue-focused channel partner program
- Lead US PR activities
- Develop aggressive tactical marketing plan to support US sales efforts
- Develop and maintain competitive landscape analysis to assist Spotzer and partner sales teams
- Perform miscellaneous job-related duties as assigned

**Position Requirements:**

- 5-10 years of channel and other marketing experience required
- Strong experience in the advertising industry
- Established relationships with appropriate potential partners preferred
- Experience in developing and maintaining marketing plans that meet objectives
- Strong understanding of customer and market dynamics and requirements
- Attention to detail and ability to manage, track and implement multiple priority projects
- Excellent written and oral communication skills
- Strong technical skills: PC and Microsoft applications
- Highly motivated and conscientious individual with solid project management skills

**Spotzer Media Group is an equal opportunity employer and offers competitive compensation and benefits.**

**If you are interested in joining a winning team and believe you could make a difference to our business please e-mail your resume for confidential consideration to [jobs@spotzer.com](mailto:jobs@spotzer.com).**