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Atlanta Journal-Constitution
Project: Revenue Development Specialist - Video
Atlanta, GA

Project Summary:

The Atlanta Journal-Constitution is seeking a Revenue Development Specialist to support the growth of O&O video on AJC.com. From both a production and publishing perspective, video revenue growth is expected to be a critical component paramount to the AJC achieving the CMG newspaper 2020 digital goal. In this role, the Revenue Development Specialist is expected to evaluate and present recommendations for vendor partnerships, assess market demand for regional video revenue opportunities, develop pricing, and identify the means by which to incorporate video into current native and sponsorship packages.

Key Responsibilities:

- Grow video revenue and client adoption rates in 2017
- Enhance video capabilities through vendor partnerships
- Incorporate video opportunities into current native and sponsorship packages
- Work with cross-functional departments as an advocate for video content
- Develop relationships with key sellers to educate, inform and expand video knowledge in order to facilitate increased revenue

Key Skills:

- Analysis and recommendations – evaluating vendors
- P&L knowledge – developing pricing packages
- Project management experience
- Sales mentality with a penchant for analytics

Performance Objectives & Deliverables:

- 2017 Video Revenue Growth Goal: +85% or +\$248k
- Achieve \$16 RPM average by fiscal close of year
- Grow video advertiser count YOY

Deliverables/Milestones:

- Evaluate, present recommendations for video vendor partnerships
- Work with vendor and AJC sales teams to build comprehensive sales packages
- Advocate for video inclusion in all significant proposals

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Interfaces:

- Sales – to help facilitate increased revenue
- Marketing – develop B2B communication/materials to convey value
- News – encourage newsroom buy-in on video growth content
- Audience- incorporate video into current native/sponsorship opportunities

Video production and publishing enhancements are needed. Beginning with the AJC, and eventually through proliferation to the other three newspaper markets, the Digital Talent Program can assist by allocating the AJC this dedicated resource to video to supplement our already concerted product efforts.

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