

Party Earth – Business Development Director

Position: Business Development Director

Location: Los Angeles, CA

Description: Party Earth (www.partyearth.com) is looking for a Business Development Director to drive the Company's sales, marketing, and business development efforts of its digital and print products.

Responsibilities

- Drive digital and print revenue growth via sales and partnership development initiatives
 - Build and maintain relationships with partners and customers across a number of industries in order to grow advertising, partnership, and affiliate revenue on Party Earth digital products including:
 - PartyEarth.com
 - Mobile applications
 - Email marketing initiatives
 - Contact partner websites, bloggers, and entrepreneurial individuals to participate in the Party Earth affiliate program
- Drive marketing and PR initiatives to maximize brand awareness and continually increase traffic to PartyEarth.com and Party Earth mobile applications
 - Generate growth of users, registered users, web traffic, mobile application usage/traffic, and email marketing subscribers through online and offline partnerships and business development initiatives
 - Research the Party Earth audience in order to market online and print products to the target demographic
 - Manage online marketing initiatives
 - Link building
 - Social networks and online communities
 - Online press releases
 - Search engine marketing (e.g. Google AdWords)
 - Generate press releases and conduct marketing initiatives in traditional media outlets
 - Define and plan marketing events in target cities and markets
- Maximize online and offline book sales and distribution initiatives including:
 - Mass market book distribution in retail outlets
 - Distribution to independent bookstores
 - Volume book sales
 - Amazon.com and other online retail outlets
 - E-book sales channels
- Drive a variety of research and analysis initiatives including:
 - Continually assess Party Earth products, potential growth platforms, and competitive advantage in the marketplace
 - Conduct industry analysis by researching market size, growth prospects, and trends
 - Analyze the competitive landscape by researching key competitors, potential entrants, and relevant market share data
 - Contribute to Party Earth's expansion plan by assessing new content and products based on detailed market research

Qualifications:

- Minimum of 3-5 years of relevant experience in a business development, sales, or marketing role – ideally in the media and entertainment industry

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- Solid understanding of the 18-34 year old demographic and how to tailor marketing initiatives for the audience
- Research and analysis experience
- Marketing and PR knowledge and experience
- Ability to foster and develop customer and partner relationships
- Knowledge of Party Earth cities and/or the ability to research a city and market Party Earth products in those cities
- Ability to interact with a variety of personalities from different cultures
- Ability to multitask and to work both collaboratively and independently within a deadline-driven environment
- Self-starter
- Strong work ethic
- Strong organizational and time management skills
- Extreme attention to detail
- Excellent written and verbal communication skills
- Ability to work in a “start-up” environment
- Proficient with Word, Excel, PowerPoint
- MBA or advanced business/marketing degree

About Party Earth

Party Earth (www.partyearth.com) is a global media and entertainment company whose mission is to enable its community of users to maximize their social experiences worldwide. Through its content, media/distribution, and community, Party Earth is a trusted source that delivers unique and valuable recommendations, helping its users find what to do, when to do it, and who to experience it with. The Company currently provides detailed reviews of social venues (i.e. bars, nightclubs, beaches, casinos, parks, plazas) in eighteen cities around the world; a daily calendar of festivals, concerts, and sporting events in these cities including real-time event notifications; and photos capturing moments and experiences from certain festivals and events across the globe. Moreover, the Company ensures that its community members have a personalized experience by enabling them to utilize its content and interact with other users based on their own interests and preferences.

To apply, please submit your resume to careers@partyearth.com.

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