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# Example of Director, Video Job Description

Our company is searching for experienced candidates for the position of director, video. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for director, video

* Work with senior management to achieve the larger corporate goals for the Nickelodeon brands
* Managing all multiplatform audience development and marketing/distribution initiatives pertaining to MTV’s slate of original short form programming, as a means to grow unique visitors and streams
* Collaborate with the News and Editorial teams to influence the content creation process with data driven insights
* Collaborate with the Growth team in developing data-driven cross platform programming playbooks pertaining to each of MTV’s original video content categories
* Work with talent and MTV Brand + News social media teams to develop social marketing and community management plans around original franchises
* Working closely with Branded Content Solutions to ensure delivery on sponsored content and campaigns
* 5+ years of growing video audience for online publishers or at a major commercial media, entertainment or creative brand agency
* Experience developing and negotiating content partnerships and creative programs with other publishers, aggregators and content distributors
* Proven track record driving click traffic and streams via paid digital and social marketing campaigns
* Experience developing organic and paid app marketing campaigns with focus on driving repeat/active usage a plus

## Qualifications for director, video

* Agile, self-starter, innovative
* Ability to prioritize work and resources based on both short-and long-term needs
* Fashion experience a plus but not essential
* About MTV Always On
* Understanding of technologies, content flow, and distribution to the web
* Work closely and in synchronicity with the Heads of Production and Programming the Huffington Post Editorial Director