



## Example of Digital Business Development Job Description

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Our company is growing rapidly and is hiring for a digital business development. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

### Responsibilities for digital business development

- HBO NOW and GO business development activities – deal negotiation (working closely with Business Affairs, Finance, etc)
- HBO NOW business management, including subscriber / revenue forecasting and ownership, collaboration across key HBO teams (Consumer Marketing, Finance, Business Affairs, Digital Products, etc)
- HBO NOW / HBO GO / OTT business development activities on behalf of HBO's international ventures (Latin America, Europe, Nordic, Asia)
- Digital partner management -- understand business priorities from HBO's key digital partners and traditional affiliates, align HBO goals and objectives and work with partners to advance initiatives for HBO EST, HBO/MAX GO and HBO NOW
- Assist in crafting the HBO/ digital platform distribution and product roadmap with key internal stakeholders
- Work closely with HBO Digital Products team to assess and identify digital opportunities across a wide range of industries (MVPD, hospitality, university, etc)
- Liaise with HBO International, HBO Licensing and HBO's joint ventures to coordinate HBO GO / NOW / OTT distribution efforts with digital partners globally
- Interface with his/her peers at the respective digital partners and MSOs
- Identify new business partners and opportunities for HBO's digital businesses
- Proactively stay current and develop a point-of-view on new digital media

## Qualifications for digital business development

- Aptitude in managing multiple projects
- At least 1 year experience in account management or customer service
- A desire to learn about or working knowledge of revenue generation in digital environments
- The ability to define functional requirements, reflecting a deep understanding of how an e-commerce business operates
- Maintain a start-up mentality to move the business forward
- Work across a diverse group of stakeholders in a range of different departments and roles to drive towards a shared solution / outcome