



Example of Director, Video Job Description

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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

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- 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