



**SENIOR DIRECTOR, BUSINESS DEVELOPMENT
DEEP ROOT ANALYTICS
ARLINGTON, VA**

Company Overview

Deep Root is an audience-powered analytics company that: identifies a client's ideal audiences, analyzes how the audiences consume media for optimal advertising, integrates the audiences into platforms for linear, addressable and digital ad delivery, and measures how the audiences are being impacted by paid and earned media.

Job Description

Deep Root is looking for a smart, ambitious, highly productive and self-motivated Senior Director of Business Development with deep connections in the political and public affairs verticals in Washington, D.C. and across the country. This person will be a critical addition to a growing revenue team made of hard-working, competitive professionals who are unafraid of rejection and perform best under pressure.

Reporting to the Chief Revenue Officer, Deep Root's Senior Director of Business Development will be expected to develop business and hit revenue numbers while working within the organization's existing sales operation, while simultaneously providing market feedback on Deep Root's product to help shape product roadmap and development decisions.

The successful candidate will be very skilled at building and maintaining relationships with key decision makers within political campaign organizations, committees, super-PACs, state parties, caucuses, associations, trade groups and coalitions.

S/he must exhibit the highest level of confidentiality, ethics and integrity, and must have deep knowledge of the political and public affairs verticals. Excellent people skills are a must, and s/he must be a proactive problem solver and have the ability to work independently.

Specifically, the Senior Director of Business Development will be tasked with the following:

- Develop business to achieve assigned revenue goals; be significant driver of company-wide revenue achievements.
- Consult with potential clients to assess needs and create solutions that match those needs, manage expectations and contribute to a high level of client satisfaction.
- Cultivate and maintain a strong network of relationships with prospects, customers and key stakeholders.
- Manage information and data related to client and prospect interaction; meticulously track sales activities in company's CRM.
- Regularly travel for in-person meetings with clients and partners to develop key relationships and perform sales functions outside of traditional business hours.

Qualifications & Skills

- Five or more years of experience in the political and/or public affairs verticals with experience generating revenue.
- Strong contacts among political consultants, campaign advertisers, public affairs organizations and advertising / public relations agencies required.
- Ability to run meetings and pitch business alone; must be able to schedule, conduct and follow up sales meetings with key decision makers independently.
- Proficiency with Microsoft Office and G-Suite for Business; working knowledge of CRM tools.

Characteristics of a Successful Candidate

- Exceptional written and verbal communication skills.
- Confident in presentation style and a demonstrated ability to run meetings and command attention.
- Proven ability to multi-task and adhere to tight deadlines in a fast-paced, collaborative environment.
- Self-motivated, proactive problem solver who is a quick learner.
- Highly adaptable and experienced with fast-paced work environments.
- The ability to work with colleagues across all levels of experience and roles.