

Cricket Media, Inc.
Director – Business Development
McLean, VA

About Cricket Media:

Cricket Media is a leading international children's media company that connects kids globally to great learning experiences. Cricket Media pairs award-winning digital and physical content with safe and secure collaboration tools to connect K-12 children around the world to enlightening learning experiences. This includes 11 award-winning children's media brands across a full spectrum of formats, languages, devices, and platforms. Cricket Media's flagship supplemental curriculum program, CricketTogether, is an evidence-based adult/child eMentoring program that promotes collaborative, authentic, and ambitious literacy and subject matter learning for grades 3-5. Cricket Media also hosts the world's largest community of K-12 classrooms enabling students and teachers to safely connect with like-minded learners and educators worldwide. Cricket Media puts the world in the hands of students and teachers by facilitating authentic and dynamic exchanges and collaborations with thousands of classrooms in almost 200 countries and territories. To learn more about our company, visit us at www.cricketmedia.com

About the Position:

The Business Development Director will play a lead role in setting strategy and partnership direction for Cricket Media. The Business Development Director will be central to executing on new revenue and business opportunities, including in the areas of content and platform licensing, digital product development and distribution, and growth of products and services in China and in other international markets. The Business Development Director will have significant exposure to executive management and will work across a broad set of internal and external partners.

- **Department:** Corporate Development
- **Type of Position:** Full-time
- **Location:** McLean, VA
- **Reports to:** Executive Vice President and General Counsel

Responsibilities:

- Help formulate and execute on business development strategy and direction.
- Provide strong competitive and market analysis.
- Source, develop and close strategic partnerships.
- Play central role in setting strategy and identifying and executing partnerships for platform licensing, white label and other technology relationships.
- Work with sales team on content licensing strategy and growing content licensing revenue.
- Collaborate closely with marketing department on channel development and channel relationships.
- Evaluate and develop other new and emerging revenue opportunities.
- Coordinate with operations, marketing, product, and technology teams on implementation of partnerships and strategic initiatives.
- Close new business/revenue deals by coordinating teams, gathering requirements, and developing/negotiating contracts.

Qualifications:

- BA/BS required. MBA or JD preferred.
- 5+ years' experience in a business development and/or strategic partnership development and execution.
- Self-starter and creative thinker with strong leadership skills and ability to work independently.
- Experience in ed tech and/or education media preferred.
- Experience in structuring and negotiating complex transactions; ability to work as primary contact with partner companies at the most senior levels.
- Excellent interpersonal, written and spoken communication skills.
- Excellent business analytics skills.
- Knowledge, interest and understanding of the K-12 education space and/or content publishing, licensing and digital asset management preferred.
- High comfort level working in dynamic, matrixed organization.
- Travel: 20%

Working at Cricket Media:

Cricket Media has a diverse workforce with individuals who are leaders in their fields committed to making a difference at the intersection of content, technology and education. Our staff is universally committed by the desire to “do well and do good.” People who value these ideas, understand how to make them real at scale, and who thrive in a fast-paced environment will do well at our company.

Our culture values and encourages creativity, transparency, accountability, and integrity. Cricket Media is an equal opportunity employer and does not discriminate in employment. We also offer a full range of employment benefits for our regular full-time employees.

To apply: Send cover letter, resume, and salary requirements. **Please reference “Director of BD”** in the subject line. No phone calls, please.