



10-12 Bishop Street
Derry, BT48 6PW
cheersdogears.com

Dog Ears is an award-winning creative studio based in Derry in the North of Ireland. We create content for kids and bring our stories and characters to life across media and platforms worldwide.

Business Development Manager

We are looking for an individual to help drive sales and raise our company profile internationally. This role has been created to support our company's continued expansion and to underpin our international growth.

The Business Development Manager will work closely with the Company Directors on a day-to-day basis to support broadcast activity, build brand visibility and maximise sales. Our business model focusses on the creation of our own I.P. We recognise that the key to growth and development of any intellectual rights business is the ability to handle the natural life cycle of brands through long term planning - this role is central to this strategic approach.

The Business Development Manager will attend major children's content markets (including Kidscreen, MipJr, and Children's Media Conference) to represent Dog Ears, show case our I.P.s, create new sales and develop new and existing business partnerships.

A key aspect of the role is an understanding of the kids' content industry and the business opportunities that it presents. A proven track record in the industry is essential.

The Business Development Manager will be a natural communicator both in writing and in person. They will support the exploitation of Dog Ears I.P.s across different media - and help to identify and secure business opportunities to support our brands.

We are looking for a doer! A hard worker who gets on with things and is ready to grasp this exciting opportunity and make their mark!

Key Responsibilities:

- Develop a sales and marketing strategy. This strategy will incorporate further development of the company corporate identity/company branding. It will plot our International connectivity within industry, showcasing at international events and conferences, including Kidscreen, CMC Children's Media Conference, Mip Jr etc.
- Develop and nurture existing business partnerships including with broadcasters, distributors and co-production partners
- Explore cross platform opportunities - finding potential tie-in deals for Dog Ears I.P.s from digital games to publishing and licensing and merchandising
- Develop sales approach to IPs which create brands - cross platform and cross pollination of sales
- Develop sales approach allowing diversification into new markets
- Support marketing and launch activity of new I.P.s
- Work closely with Company Directors on a daily basis

Key requirements:

- Excellent communicator
- Self-starter
- Energetic and enthusiastic approach and disposition
- Sound Knowledge of the Kids Content Industry - with proven track record
- Willing and able to travel
- Positive attitude and desire to support Dog Ears' continued growth

This list is not exhaustive and might be complemented by reasonable and related tasks that are requested of you.

To apply please send your CV with a personal statement (no more than 300 words) to jobs@cheersdogears.com by 22 April 2022.

Dog Ears Ltd is supported by the UK Global Screen Fund - a DCMS fund administered by the BFI.

