

Job Title: Director/VP Off-the- Shelf Content (OTS)

Job code : 06022017

Department: Enterprise

Duration: Full Time

Reports To: President, Aptara

Job Description:

Director/VP of OTS applies knowledge of course libraries, content development, business development, content distribution customer life cycle, learning technologies, and learning and development to Aptara's Enterprise clients.

This role is responsible for all business operations, client partnerships, refining and executing business plan, global team interactions, sales, and growth model for Aptara OTS solution.

Additionally, this role will manage the operational budget and drive revenue through effective implementation of the business development plan.

Operations and Business Management

- Build course libraries and manage process
- Manage customer service lifecycle for content distribution models (content, LMS, eCommerce, integration)
- Manage revenue cycle for OTS business
- Create and manage course maintenance model
- Demonstrate L&D Industry knowledge and apply effectively to OTS business
- Establish and maintain content partnerships with clients
- Build and maintain content partnerships with vendors
- Work with global OTS working and development teams on content design and development cycles
- Manage and develop content library roadmap on current and new titles
- Develop and manage OTS budget inclusive of projections and reporting
- Work with sales teams to create new business with existing and new clients
- Present new libraries and services to enhance existing client relationships
- Develop new business for OTS solution (selling content libraries)
- Refine and execute OTS business plan
- Work with global OTS working team
- Collaborate with Account Managers, Delivery team and other internal Aptara colleagues to educate on OTS solution

Business Development Planning

- Attend industry functions and conferences, and provide feedback and information on market trends
- Present to and consult with senior level management on industry trends

- Identify opportunities for campaigns, services, and distribution channels to increase sales
- Using knowledge of the market and competitors, identify and develop Aptara's unique selling propositions and differentiators

Management and Research

- Submit weekly progress reports and ensure data is accurate
- Forecast sales targets and ensure they are met
- Understand Aptara's business goals and objectives to enable continual growth
- Meet monthly with Aptara's leadership to update on progress and collaborate to increase revenue opportunities

Qualifications:

- Ability to effectively use both written and oral communication skills with clients and Aptara personnel
- Extensive knowledge of Learning and Development industry as vendor and client
- Ability to interpret customer requirements using a high degree of technical and industry knowledge
- Ability to self-direct and take necessary steps to continually keep abreast of emerging technology and innovation
- Comprehensive technical knowledge of current methods used in content libraries development, sales, and distribution models
- Required five to ten years in managing and developing content libraries
- Bachelor's degree in a related field and 10+ years in Learning and Development Industry

Physical Requirements:

- Ability to physically attend face to face client visits which may involve up to 50% travel including international destinations.