



ABOUT THE COMPANY

Michael Johnson Performance is a multi-faceted organization providing training and performance related services to the sports industry.

TITLE Digital Business Director
SUPERVISOR Vice President

COMPANY CORE VALUES

Athlete Centered	All actions are for the benefit of our athletes
Excellence	We strive to be better than we were yesterday
Teamwork	We are better together, than we are alone
Integrity	We do what we say, and we are upfront and honest
Innovation	We are always learning, and we embrace technology

POSITION OVERVIEW

The primary role of the MJP Digital Business Director is to ensure achievement of all financial and non-financial related goals, management of staff, management of budget and all operational functions for the Digital Department. The Digital Business Director will oversee the go-to-market strategy and launch of MJP Digital product offerings as well as manage department partnerships and will, at times, need to work in conjunction with other departments inside MJP HQ to ensure successful and seamless sales and handoff of MJP HQ Performance Training Products. The Digital Director is responsible for all sales, service, and management components of MJP Digital products and services.

ROLE

The MJP Digital Business Director is required to execute successfully in the following areas of the MJP brand:

- Help develop and guide go-to-market strategy and launch
- Achieve Digital department revenue and business goals
- Manage Digital department budgets
- Manage and develop new strategic partnerships that support Digital product growth and revenue achievement
- Manage operational functions for Digital department
- Understand and maintain awareness of the digital market and competition



ESSENTIAL RESPONSIBILITIES

- Meet or exceed revenue and business goals for department
- Manage annual department budget
- Monitor and report KPI results
- Assess competitive landscape, market, and trends, making recommendations for department success
- Understand MJP customers and how they relate to company products
- Responsible for all aspects of superior product delivery
- Cooperate with various internal departments to provide support, information, and improve processes
- Support the planning and execution of company goals
- Manage staffing needs based on department demands and constraints
- Train, develop, and ensure accountability of employees within department
- Hire, discipline, perform appraisals, and terminate staff as required

SKILLS, KNOWLEDGE & ABILITIES

- Proven track record of development
- Online sales background; ability to understand sales goals and implement and execute plan to achieve them
- Experience in sports, fitness, or wellness industry a plus
- Strong planning and analysis skills to perform quantitative data analysis
- Positive attitude, strong work ethic, and passion
- Project management and ability to delegate tasks to support department deliverables
- Excellent organization, communication, and presentation skills
- Leadership skills to support, enforce standards/accountability, and cultivate an environment that inspires employees to succeed
- Ability to enforce company policies and standards among department staff
- Ability to set and work towards long-term goal success to ensure department growth



MICHAEL JOHNSON
PERFORMANCE

QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications, or Business Administration
- 5+ years' experience in sales management
- 7+ years' experience in direct or outside sales
- Strong prospecting and understanding of how to reach sales quotas and goals
- Prior Employee Management

JOB TYPE

- Full Time; Average of 50+ hours per week; nights and weekends as needed based on the demands of the position

COMPENSATION

A salary of \$75,000 - \$85,000 annually, depending on experience

PTO

Medical Coverage

Optional Dental, Vision, Life Coverage

401K

HOW TO APPLY:

Interested candidates should submit resumes to: humanresources@michaeljohnsonperformance.com

EQUAL OPPORTUNITY EMPLOYER

MJP is an equal opportunity employer. All candidates will receive consideration with no consideration to race, religion, national origin, gender, age, disability, or any status protected under local, state, and federal laws.