

**Designation:**

Content Acquisition / Syndication

**Location:**

Mumbai

**Responsibilities:**

- Identifying markets to distribute/syndicate content
- Identifying digital platforms in potential markets
- Work on the overall strategy of the business as well as planning all new deals/deals renewals
- Build new Commercial Relationships and Strategic Business Alliances across all market sectors
- Business and Agreement negotiations with platforms and legal teams
- Create Content Programming Strategies and Blocks for platforms/partners
- Content Acquisition as per Programming requirements
- Manage and Develop existing accounts to grow reach and increase revenues
- Maintain team P&L, Catalog management, Reporting, Costs and Budgeting

**Skills:**

Person with a relevant experience into Digital Marketing will be highly preferable