

Director Advertising

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Company: Saudi Networkers Services

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Job Description :

Assume primary responsibility for structuring and executing major operational initiatives: developing work plans, gathering and synthesizing relevant data, leading analyses, and developing final recommendations.

Work with media planners to interrogate client briefs, by challenging and asking questions, to develop communications briefs that meet business needs in an effective and accountable way.

Define annual sales targets, associated operating plan and feedback into the annual company plan.

Monitor sales targets, assess any variance and propose corrective actions to meet company goals.

Direct the strategic development of creative work, presenting and selling this effectively to clients.

Ensure the profitability and growth of client accounts.

Identify, develop and convert new business opportunities with existing and future clients.

Manage work, performance and professional development of team members.

Report key financial and team data to senior leaders.

Maintain a detailed awareness of relevant market trends affecting accounts, and developments in the wider advertising and communications industry.

Manage day-to-day advertising operation and ad serving process.

Develop annual advertising calendar jointly with the product team and identify key events.

Establish a weekly and monthly reporting system for all campaigns performance.

Identify key target clients and define collaboration strategy.

Work closely with product and content team to identify new and creative idea for monetization.

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