

Media Sales Manager Jobs In Dubai 2022 | Al Ghurair Investment

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Company: Al Ghurair Investment

Location: dubai

Category: other-general

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Description:

The role purpose is to lead all media sales projects that drive revenue growth. The role will be responsible for the P&L of media sales within the Cars Taxi network.

Also, identify potential sales opportunities and introduce media channels to potential customers while educating them on the benefits of various channels.

Job Responsibilities:

- > Ensure new clients receive adequate and timely information, regarding all the necessary procedures and requirements. Engage actively in supervision of their campaigns.
- > Own full sales funnel for new advertisers from prospecting through to renewal.
- > Ensure proper documentation, rationale and supplementary information accompany each proposal.
- > Record detailed proposal (and concluded deals) for each client.
- > Gather and analyze market (price, competitors, suppliers etc.) and customer information in order to enable informed decision making.
- > Gather images and examples of promo/media activities relevant to Mobility
- > Maintain healthy pipeline of new advertisers to improve revenue contribution of media sales business. Responsible for full pipeline from prospecting to media planning to close.
- > Manage portfolio of existing advertisers to increase revenue base and drive recurring revenue stream.
- > Maintain relationships with existing advertisers, including quarterly business reviews,

performance readouts, and account planning.

> Identify opportunities for new media products and features to better meet advertiser and the business needs.

> Report to head of marketing on sales performance and opportunities /initiatives to improve revenues.

> Analyze and accurately forecast revenue performance, as well as annual budgeting.

> Influence road map of internally developed media sales and slotting platform.

> Successfully conclude deals, in accordance with their individual KPI.

Job Requirements:

5-7 years of experience in media sales and promotion of media spaces with leadership experience a plus.

Experience with advertising operations and what is required to successfully meet advertiser expectations.

Budgeting experience

Familiarity with media landscape including competitive positioning of other publishers and media buying process.

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