

# Connect Ads

---

## Client Partners

---

**Department** : Commercial

### **Client Partners:**

This position manages and develop key accounts. He/she will play a pivotal role in the revenue generating capacity; the role will focus on maximizing revenue coming into Connect ads from Media agencies and direct clients through delivering the vast Connect ads solutions can offer.

### **Responsibilities:**

- Conduct strategic client meetings with C-Level (CMOs and Marketing directors)
- Directly responsible for generating revenues through xx bas on the set target
- Lead Strategic agency meetings with digital heads and business unit directors
- Conduct Quarterly workshops for Clients and Agencies
- Strategic and proactive planning towards achieving both clients and agencies' KPIs
- Build close and strong relationships with clients and work closely with the agency teams
- Pitch proactively for new opportunities and secure annual deals against clients' yearly plan
- Conduct business reviews on client and agency levels on quarterly, semi-annually and annual basis
- Acquire new accounts based on current market opportunities and reactivate silent accounts to decrease churn
- Monitor existing campaigns and continuously advising on best recommendations to decrease under-pacing accounts
- Push for new products activation for all clients
- Preparing proactively for seasonal opportunities (Ramadan, Valentine's day, Mother's day, world cup, etc.).
- Adapt to the current restructuring and new position requirements dynamically

### **Requirements:**

- Relevant online sales experience
- Online/digital media Experience
- Able to articulate digital technologies in a simple context
- Great Communication, presentation and negotiation skills.
- Influencing skills
- Creativity
- Able to handle multiple priorities

- Manages and develops key accounts, revenue generating capacity.

**Roles & Responsibilities:**

- Lead Strategic agency meetings with digital heads and business unit directors
- Plan strategically and proactively towards achieving KPIs
- Pitch proactively for new opportunities and secure annual deals against clients' yearly plan
- Acquire new accounts and push for new products activation

**Qualifications:**

- Online/digital media and sales Experience
- Able to articulate digital technologies in a simple context
- Creativity & multitasking