

Connect Ads

Head of Sales - Twitter

Department : Commercial

Reports to : Country Head/ VP Commercial

Head of Sales:

this role is the head/director of sales team within the commercial unit. We are looking for a high-caliber individual that will excel in managing and developing key accounts, Managers and Executives.

He/she will play a pivotal role in the revenue generating capacity as well as empowering the sales managers to better perform their role by growing their product knowledge level , improving their relationships with agencies and direct clients and improving the quality of reporting of the sales team through better lead qualification, follow up , opportunity closure and process management through opportunity tracking software like Sales Force. This person will be responsible for reporting weekly, monthly and quarterly sales numbers to Management and will be the key contact person to all major clients and agencies

Responsibilities:

- Managing Twitter revenue generation and reporting on Country level
- Driving Revenue through team building, strategic planning, and goal attainment.
- Lead, build, and mentor a professionally oriented, goal driven, and strategically focused Account Management/Sales Team.
- Structure and negotiate revenue-producing outcomes between connect ads and Partners at appropriate stages of product adoption and maturity.
- Conduct strategic client meetings with C-Level (CMOs and Marketing directors)
- Lead Strategic agency meetings with digital heads and business unit directors
- Conduct Quarterly workshops for Clients and Agencies
- Conduct business reviews on client and agency levels on quarterly, semi-annually and annual basis
- 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
- Ensure that partners' voice, opinions, ideas and feedback are being conveyed back to Twitter and its Marketing and Product Development teams.
- Work directly with Marketing and brand strategy team to extract solutions for revenue growth
- Work with the media solutions team to proactively create strategic recommendations and implement various media solutions for each client
- Work closely with appropriate sales, channel, product, support, finance teams to build joint partner solutions and go to market strategy.
- Focus on client retention, growth, renewal, and client satisfaction

Requirements:

- 7+ years of relevant Senior Sales Management (focused on Account Management/Customer Success)
- Online/digital media Experience
- Able to articulate digital technologies in a simple context
- Sharp strategic thinker who can design and execute on a vision.
- History of running quickly with little supervision and the ability to adapt to and lead through fast-paced, high-growth environments.
- Exceptional communication, presentation and negotiation skills.
- Expert in commercial agreements