

Connect Ads is NOW HIRING!
Media Solutions Executive
Casablanca - Morocco

Looking for a candidate to serve as primary liaison and communications hub between publisher, sales, and production/ad operations.

Roles and Responsibilities

- Serve as main liaison between publisher, operations & sales teams, ensuring all teams are always fully informed
- Act as the publisher voice and respond to sales teams requests for publishers' products , prices, targeting & available packages
- Educate sales team on publishers' advertising processes, tools, products and best practices
- Ensure all required GTM collaterals , traffic analysis and rate cards are available and updated on regular basis
- Support direct manager with creative ideas and presentations based on planned editorial calendar.
- Develop research and insights which help sales team win opportunities
- Receive inbound briefs from sales team including cost, objectives, timelines and recommend relevant solutions from the publisher portfolio to meet accounts objectives and ROI
- Ensure every solution is feasible, accurately delivered as planned and scheduled as well as stakeholders alignment while adhering to publisher, editorial and advertising policy
- Provide high-level pitch presentations to key clients and agencies
- Work with sales teams across the region to share, establish and improve best practices and procedures
- Consistently monitor & track live solutions and campaign KPIs, identify opportunities to optimize and improve ROI

Qualifications

- Relevant BA/BS degree and project management qualification preferred
- 1-2 years of experience within a digital advertising agency with experience of developing compelling solutions for advertisers
- Experience in managing online advertising campaigns
- Understanding of major advertising success metrics
- Familiarity with web analytics tools useful
- Experience in inspiring action through data driven insights
- Good presentation & communication skills, both verbal and written
- Excellent communication skills in French & English
- Nationality: Moroccan

To apply, send your CV via email to careers@connectads.com with the job title in subject line.