

Connect Ads is NOW HIRING!
Performance Business Lead – Twitter
Dubai, UAE

Looking for a caliber to champion sustainable product adoption and revenue growth for performance advertising; to partner with key stakeholders across the business to drive growth initiatives, escalate advertiser feedback, help to lead new Beta product launches in the market.

Role and Responsibilities

- Lead the commercial side of the performance business on Twitter in MENA
- Work with quarterly targets for Connect Ads' Performance Hub
- Grow the performance share from the existing clients on Twitter
- Re-activate churned performance players/Activate new performance players
- Develop close relationships with performance teams and clients and deliver on client objectives and KPIs
- Create up-selling performance opportunities and drive renewals
- Collaborate with Twitter's internal performance teams on the latest updates and best practices
- Lead optimization efforts and push to improve the campaigns set-up and monitor performance
- Work closely with the CPs to avoid any overlap and ensure coordination on sales approach
- Plan proactively for business reviews on agency and client levels, and provide recommendation for growth per account
- Work with 3rd party tracking providers for tracking set-ups, KPIs & Benchmarks

Qualifications

- 5 to 7 years of experience, online/digital media, and Performance business background, mindset to learn the Twitter platform
- Great Communication, presentation, and negotiation skills
- Different verticals exposure

Send your CV via email to careers@connectads.com with the job title in subject line.