

Connect Ads

Talent Acquisition Department

Job Title : Senior Media Solution Executive
Department : Media Solutions
Reports to : Media Solutions Head

Roles & Responsibilities:

- Drive sales – manage day to day operations for all Media solutions activities.
- Creativity – assist the direct manager in responding to client/agency requests, developing innovative and entirely new methods for planning, managing and implementing the offered solutions.
- Project definition – implement all elements of key accounts advertising campaigns & custom solutions with focus on efficiency & scalability.
- Stakeholder communication – serve as primary liaison and main communication hub between sales and production.
- Project Management – manage custom solutions from execution to reporting process.
- Monitoring - track campaigns performance and work with the operations to establish reports that are showing the KPIs related to the advertiser/agency objectives.
- Sharing/collaboration – share creative/successful campaigns with regional peers for leveraging purposes, deliver best practices to sales team, and share successful campaigns for PR purposes.

Qualifications:

- 3-5 years' experience within a digital advertising agency ideally with experience of developing compelling solutions for advertisers.
- Experience working in display advertising and familiarity with RTB platforms.
- Deep understanding of the value proposition of a brand and how to translate this into compelling sales collateral & packages.
- Experience in managing online advertising campaigns.
- Understanding of major advertising success metrics.
- Experience working with large data sets.
- Experience in inspiring action through data driven insights.

Application Procedures:

To apply for this vacancy, please send your CV via email to careers@connectads.com – with the “Job Title” in the subject line.