

Connect Ads is NOW HIRING!

### **Senior Media Solutions Executive**

Cairo, Egypt

Looking for a caliber whose key task is to develop programmatic offering by staying on top of trends; prepare seasonal materials; develop research/insights to win untapped opportunities. Prepare creative sales collaterals to key clients and agencies within different verticals across MENA markets.

#### **Roles and Responsibilities**

- Serve as main liaison between operations and sales teams, ensuring all teams are always fully informed
- Effectively create and pack programmatic solutions that cover targeting/placement/strategy
- Educate sales team on the programmatic offering, platforms, tools and best practices
- Ensure that all required Go To Market (GTM) collaterals and rate cards are available and updated on a regular basis
- Support the direct manager with creative ideas and presentations based on upcoming editorial calendar, as proposals to appropriate clients
- Develop research/insights to assist sales team win untapped opportunities
- Receive inbound briefs from sales team including cost, objectives, and timelines; recommend relevant solutions from products portfolio to meet the accounts objectives and achieve ROI
- Ensure every solution is feasible, can be accurately delivered as planned and scheduled and that all stakeholders are aligned while adhering to publisher, editorial and advertising policies
- 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 and track live solutions/campaigns KPIs, identify opportunities to optimize and improve ROI
- Act as data scientist and analyst to run innovative testing and learn scenarios across data/audience, creative, and targeting

#### **Qualifications**

- BA/BSc in information systems, computer science, economics, statistics or similar
- Minimum 4-8 years working experience within programmatic/media solutions
- Ability to independently manage multiple tasks in a fast-paced environment under tight deadlines
- Highly analytical with strong quantitative skills and a strong working knowledge of Excel
- Knowledge of data visualization
- Weekend: Saturdays & Sunday
- Experience in managing online advertising campaigns
- Understanding of major advertising success metrics
- Familiarity with web analytics tools
- Experience in inspiring action through data driven insights
- Good presentation & communication skills, both verbal and written

To apply, send your CV via email to [careers@connectads.com](mailto:careers@connectads.com) with the job title in subject line.