

Assistant Manager – Digital Media Sales

Qualifications & Requirements:

- Candidate should have minimum of 2 years of experience in Direct Sales and Agency Sales.
- Any graduate or Post Graduate.
- The ideal candidate will have fair understanding of ecommerce, FMCG, digital agencies and digital Product service companies.
- Excellent communication and presentation skills
- Proven track record in driving sales and business objectives
- Outstanding Business Acumen, Problem solver, goal setting and achiever
- Should have Analysis, Positioning, Business justification, negotiation and closing skills
- Strong team player, acts like an owner, and ultimately focused on delivering results with high standards. Intense customer focus.
- Demonstrated highest level of integrity, intellectual honesty, and strong work ethics

Experience: 3 to 6 years

Job Location: Mumbai

Travel: Requires Travel

Job Role & Responsibility:

- The candidate needs to have contacts in digital media and sales media.
- Needs to have done individual sales in both media and digital sales.
- Needs to have basic understanding of e-commerce, FMCG, digital agencies and digital product & services.
- We are looking for experienced business leader who has worked in digital media ad sales. The candidate should have great relationship with advertising agencies and brands and should be able to open doors and conversations started with his experience.
- A mix of agency experience is a plus, having run media sales for a brand and owning revenue targets is a must have. Being involved in creative content sales is a plus.
- The Job involves anchoring digital media sales for the company across all regions. This involves actively pitching to brands and presenting them with creative brand solutions.
- Needs to have and be able to drive lots of contacts in the industry.
- Needs to know and quickly get connected with all major media buying agencies to be able to liason with them on a daily basis.
- Owns revenue targets and pushes for them actively. Should be comfortable with owning growth numbers of 20-50% MoM.
- Will be needed to push internal stakeholders in the company on new inventory, solutions etc. to grow the business. Will need to be able to straddle sales of large bundled offerings and along with traditional digital campaigns.
- Needs to also anchor all media operations ensure 100% inventory utilization.
- Needs to own the month on month revenues generated from the Media sales as a channel.
- Needs to be able to sell various propositions to media houses and partners.
- Champions ad-space, properties and campaigns internally to help drive revenue further.
- Create discipline in inventory utilization in regular "run the business" campaigns.
- Ensure strict discipline in collections and a healthy cash flow.
- Understand Xplore Products and services and be able to articulate its functions and benefits to external audiences.

- Effectively interacting and synergizing with other departments including the partnerships, marketing, product and technical teams based at the head office in Hyderabad.

Key Skills:

- Ad Sales
- Media Sales
- Digital Sales
- Advertising & Digital Media
- Media Buying
- Sales Strategy

About Xplore – (Key Point Technology Pvt. Ltd):**Product:**

Industry's first hyper contextual, intent based, real-time mobile discovery engine, powered by Natural Language Processing (NLP) and Machine Learning, **Xplore** comes in the form of a smart multi-lingual keypad.

From a user's perspective: Xplore understands and interprets a smartphone user's intent and topic affinity as the user engages in conversations, social interactions or searches on any app. It then recommends relevant brands, offers and content even before users explicitly verbalize their intent. Thus Xplore creates serendipitous discovery experiences to users in the mobile moment, setting new benchmarks in consumer engagement and experience.

From a marketer's perspective: Since Xplore deciphers intent and subsequently predicts need and accordingly offers recommendations; the marketer is assured of the right target audience. As the user doesn't have to skip apps, the marketer gains the audience attention instantly and thereby gets the first mover advantage also. As our recommendations are non-intrusive the consumer is not disturbed by meaningless distractions. It is a win-win situation for both marketers and the consumers.

Company:

Xplore was founded in 2015 and is an offshoot product company of the parent entity 'Key Point Technologies'. The company is headquartered in Hyderabad. We are a lean and mean team of 70+ people.

Please refer product information at <https://youtu.be/GY-sbClQHGU>, www.xplore.ai and www.xplore.com, <https://localization.keypoint-tech.com/en/>. And for company information refer at www.keypoint-tech.com