

## Job Description

### Digital Sales Account Executive

Activities of BBC Global News Japan Ltd in Japan

BBC World News and BBC.com/news are international 24-hours English-language news platforms supported by the BBC's commercial fund. BBC World News television programs cover over 200 countries and regions worldwide and are available to over 380 million households and 1.8 million hotel guest rooms. BBC.com is one of the most respected brands on the Internet, distributing the latest international news and in-depth analysis on computers, tablets and mobile devices to more than 76 million unique browsers every month.

Since 1994, BBC World News has been providing news broadcasts with Japanese translations, distributing high quality news to Japanese television viewers.

On top of broadcasting, by distributing high quality translated content delivered by BBC World News and BBC.com via VOD services, news sites, portal sites and SNS platforms, we aim to establish a substantial presence in the Japanese digital market. We are going to further expand our business in this market by increasing the number of sales representatives in the digital business sector.

### Roles

To be a member of BBC Global News Japan Ltd based in Tokyo and sell high quality translated content (including articles and videos) delivered by BBC World News and BBC.com to contribute to increasing revenue of the company.

- To drive revenue growth from our business partners by maintaining and managing existing partners and also by undertaking negotiations for acquiring new accounts and establishing new partners
- In addition, digital sales representatives are to contribute to supporting digital advertisements on the bbc.com website

### Ideal candidates

We are looking for digital business sales representatives who have a good understanding of Japan's rapidly changing digital media environment, including social media, industry trends and emerging technologies.

Ideal candidates should have excellent communication skills including English language skills and experience in digital marketing and/or sales jobs.

## Duties

**Position:** Sales representative of digital business, Sales Department, BBC World Japan Ltd.

**Location:** Tokyo

Since 1994, BBC Global News Japan Ltd has been providing broadcasting BBC World News to Japanese television viewers and distributing high quality and reliable translated news and analysis in Japanese language.

Also by distributing high quality translated content delivered by BBC World News and BBC.com via VOD services, news sites, portal sites and SNS platforms, we aim to expand both revenue and our reach. We are going to further expand our business in this market by increasing the number of sales representatives of digital business segment.

## Objective of the Job

To be a member of BBC Global News Japan Ltd based in Tokyo and sell high quality translated content (including articles and videos) delivered by BBC World News and BBC.com to contribute to increasing revenue of the company.

- To drive revenue growth from our business partners by maintaining and managing existing partners and also by undertaking negotiations for acquiring new accounts and establishing new partners
- In addition, digital sales representatives are to contribute to supporting digital advertisements on the bbc.com website

## Main responsibilities

- In order to achieve revenue target of digital business of BBC Global News Japan Ltd, aims to expand revenue from digital partnerships.
- In the digital market, collects information and regularly analyses information such as news content status and activities of competitors.
- Works closely with the editorial department of BBC Global News Japan Ltd to provide content and devise products appropriate for partners.
- Conducts ongoing internal coordination with UK headquarters and digital division in Asian region.
- Addresses to partners for “BBC World News (broadcast)” and “news (articles) on our website (bbc.jp)”:
  - (1) Sales activities to partners who have not contracted yet.
  - (2) Negotiations for contract renewal with existing partners.

**(3) Sales activities to continue contracts with existing partners.**

**(4) PR activities to improve presence of the BBC for existing partners**

**(5) Variety of internal administrative tasks (reports, requests for managerial decision, payment procedures, etc.)**

**• There is a possibility to be in charge of Contents Selling, etc., in the future, which are not written on this JD, due to the market trend and business development.**