

<b>Job title</b>	Advertising Sales Account Manager		
<b>Job family</b>	Commercial	<b>Band</b>	D
<b>Job purpose</b>			
<p>The Account Manager is responsible for generating advertising revenue from key clients and the day-to-day management of key accounts.</p> <p>The Account Manager is responsible for specific regional-based business and client-management to assist in generating revenue on BBC.COM, BBC World Service and BBC World News TV sites for local, regional and global digital and TV campaigns.</p> <p>Reporting to the Head of Commercial Partnerships, the Account Manager works on current pitches to key clients, liaises with StoryWorks and the sales team to generate advertising revenue. In addition, the Account Manager will provide support on the client proposals for all StoryWorks solutions.</p>			
<b>Key responsibilities and accountabilities</b>			
<b>Revenue Generation</b>			
<ul style="list-style-type: none"> <li>Under the guidance of the Head of Commercial Partnerships respond to advertising briefs from clients, pitches and tenders, and work closely with the wider sales team as required to develop options and propose solutions for media plans.</li> <li>Input and manage all Salesforce entries relating to clients.</li> <li>Work alongside the Digital Sales Planner to identify relevant opportunities for clients.</li> <li>Develop a reputation among clients as a specialist in delivery global media solutions.</li> </ul>			
<b>StoryWorks Upsell</b>			
<ul style="list-style-type: none"> <li>Supporting the Head of Commercial Partnerships the Account Manager to identify opportunities with clients which can be upsold into a StoryWorks solution.</li> <li>Together with the Head of Commercial Partnerships brief the StoryWorks team on the opportunity for proposal completion.</li> <li>Together with the Head of Commercial Partnerships compile and present StoryWorks solutions to clients.</li> </ul>			
<b>Forecasting</b>			
<ul style="list-style-type: none"> <li>Deliver weekly and monthly reporting which track against monthly reporting, F0, F2, F3 and budget.</li> <li>Ensure accuracy of reporting and account for any change in submissions through industry and market intel.</li> <li>Identify key trends and shifts in the market and provide intel to Head of Commercial Partnerships.</li> <li>Work together with the Sales Planner to provide regular performance reports for clients and commentary on campaign performance. Where relevant, upsell new solutions.</li> <li>Where relevant, involvement in industry events.</li> </ul>			
<b>Client Engagement</b>			
<ul style="list-style-type: none"> <li>Establish key relationships with decision makers at clients and keep all organograms up to date and recorded.</li> <li>Develop a weekly meeting plan to ensure all stakeholders and decision makers at clients are across all our opportunities and ensure BBC is front of mind in all planning.</li> <li>Along with the Head of Commercial Partnerships track performance of campaigns and</li> </ul>			

key clients

### Commercial knowledge

- Keep up to date with industry trends, new product developments and the competition to develop a reputation as a digital ambassador and advisor within the regional team.

### Administration

- Assist with event tickets, conference management, flight bookings and client RSVP's for BBC hosted events.

## Knowledge, skills, training and experience

### Knowledge

- Media Industry and platforms.
- Digital and TV products and solutions.
- Inventory management.
- IT literate.
- Numerate.
- Troubleshooting tools and techniques.
- Industry Knowledge.
- Aware of socio-economic factors which would positively/negatively impact on core business.
- Creative and presenting skills.

### Competencies

- Managing time and priorities.
- Clear communicator.
- Ability to work under pressure.
- Analysing and solving problems.
- Ability to work as part of a team.
- Learning and developing.

### Experience

- Experience as an account manager.
- Demonstrable ability to drive the sales process from plan to close.
- Business sense and industry expertise.

## Job impact

### Scope & Impact

The role has an Western Europe remit working directly to the Head of Commercial Partnerships. The post holder will work with the wider sales team across EMEA to identify opportunities which could be translated into local buys.

Regular interaction with the Digital and TV Sales Planner to ensure campaigns are delivering as sold and alternative solutions and buys are provided where necessary to retain and renew business.

### Performance Metrics

- Delivery of agreed revenue target
- Forecasting accuracy.

- Client engagement and management.
- Pitch quality and delivery.
- Retention and growth of core business.
- Prioritise according to revenue opportunities and be the project manager between client, sales and StoryWorks.

Other information	
For Reward team use only	
Job Code	
Definition:	Support

*This job description is a written statement of the essential characteristics of the job, with its principal accountabilities, incorporating a note of the skills, knowledge and experience required for a satisfactory level of performance. This is not intended to be a complete, detailed account of all aspects of the duties involved.*

Appendix:

**Purpose of the role**

As part of BBC Global News, BBC Advertising sells commercial opportunities across BBC platforms, including BBC.com, and BBC World News. The Programmatic Account Manager will be responsible for hitting programmatic targets, supporting the sales team across Europe, Middle East and Africa, building relationships with trading desks and DSPs, and being the go-to person for programmatic internally and externally.

A key contributor to the EMEA Ad Sales team, the Programmatic Sales Manager will have to:

- Continue to meet and exceed revenue targets for programmatic deals across EMEA
- Work with the SVP and programmatic teams worldwide to drive the overall programmatic strategy, including revenues targets and forecasting
- Work closely with Account Managers to maintain a high profile in advertising agencies and trade desks, ensuring BBC is front of mind for briefs, new business and short-term opportunities
- Deliver effective internal communication to ensure you are best placed to provide expert knowledge on programmatic to the wider sales team
- Work alongside the pricing and yield team to update preferred deals and programmatic guaranteed rate cards, provide insights and recommendations on open marketplace floor pricing and yield strategy
- Ensure programmatic sales are fully embedded within the regional sales teams and empower these teams to take greater ownership by providing ongoing training and by facilitating conversations where needed
- Update programmatic sales collateral for the EMEA sales teams including sales decks and one pagers

- Collate data from supply partners using external and internal reporting tools. Build reporting dashboards that provide insight into sales opportunities as well as performance trends and fluctuations.
- Monitor performance across live deals, take actions where required and work in tandem with our operation team to troubleshoot issues with deal delivery and ad quality
- Success in this role requires strong sales, organizational, and technical skills. The ability to communicate effectively at multiple levels both internally and externally is essential.
- Attention to detail and the ability to remain calm and focused under pressure are also key.

### **Basic Requirements**

- Experience in programmatic
- Thorough understanding of the programmatic ecosystem and developments
- High level of knowledge with Ad Manager, Magnite, Triplelift, Index
- Contacts already within the industry
- Ability to learn rapidly
- IT literacy – Microsoft suite
- Strong numeracy, analytical skills

### **Preferred Requirements**

- Knowledge of DSPs including DV360, The Trade Desk and Amazon
- Experience in Adomik