

Ringier Vietnam

Digital Sales Manager: Job Description

General Information

Job title	Digital Sales Manager	Department	Digital Media
Prepared by		Date	March 2010

Job Information

Reports to	Digital Media Director	Broadcast date	-----
Subordinates		Start date	May 2010
Work schedule	Full time	Anticipated assignment duration	-----
Work location	Ho Chi Minh City	Additional comments	-----

Job Details

Major Purpose	The Digital Sales Manager will develop and grow the digital advertising sales channel by presenting and selling a wide range of digital advertising solutions to Digital Media agencies and their clients. The Digital Sales Manager will grow and build upon existing relationships with key agency personnel as well as selling direct to client.
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Key Responsibilities	<ol style="list-style-type: none"> 1. Selling digital advertising space by putting together comprehensive packages to ad agencies and direct advertisers 2. Seek out new and qualified advertisers to purchase digital ad space 3. Communicate the value of Ringier's Digital Projects to advertising agencies and advertisers 4. Exceed quarterly ad sales goals 5. Perform effectively in a fast-paced small team environment 6. Manage team of Junior Sales Executives, Sales Planners, and Account Executives 7. Provide analysis, reporting, and strategic recommendations to leadership team
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Requirements	<ol style="list-style-type: none"> 1. 3+ years experience in advertising sales, business development and/or digital marketing 2. Digital experience preferred. Understand about selling banner ads , CPC campaigns , email sponsorships , list rentals... 3. Network of "current" contacts within agency world required 4. Excellent written and oral communication skills 5. Track record of setting and achieving goals and quotas 6. Strategic thinker with excellent selling skills 7. Travel will be required
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The Person Needed

<p>Qualification and Experience</p>	<ul style="list-style-type: none"> - Good English communication (speaking/writing) skill - A complete knowledge of the digital sales process - Extensive sales experience ideally within a digital media, publishing environment - The ability to confidently and clearly communicate at all levels - Excellent presentation and Powerpoint skills - Extensive knowledge of syndicated sales research - Be able to present a proven Display sales track record - An understanding of B2B and consumer advertising is a necessity - Knowledge of Vietnam advertising agency planning and buying process
<p>Personal and Managerial Attributes</p>	<ul style="list-style-type: none"> - Enjoy working in online industry - Self-disciplined, able to work to with targets - Well-organized; can multi-task - Strong people and communication skills - Passionate about Web publishing
<p>Salary and Allowance</p>	<ul style="list-style-type: none"> - Salary: Negotiable + Commission - Probation time: 3 months (90% salary) - After probation time: Social & Healthy Insurance & other - Working time: Monday – Friday (8h30 – 5h30) - Holiday bonus, 13th salary, annual leave... - All allowance as VN labour law plus allowance from Ringier.