



Position Description

Position Title:	Executive, Advertising Sales Support
Division:	DNI
Location:	Japan
Department:	Advertising Sales
Reports to:	Vice President, Advertising Sales
Band:	6

General Summary:

Grow advertising sales with focus to drive revenue across all of DNAP - Eurosport on-air, online and mobile platforms. Provide support and assistance to the Advertising Sales team through various tasks related to fulfilling the ad sales process.

Key Responsibilities:

- Develop creative integrated sales proposals, packaging content across platforms which may incorporate on-air, on-ground, print, internet and digital components, to meet clients' marketing and brand objectives
- Develop and strengthen long-term relationship with advertising agencies and clients
- Work with the On Air and Digital Media team to strategize, identify and leverage on networks innovations so as to maximize the monetization of DNAP - Eurosport's TV and digital assets and products
- Proactively research and provide industry-specific information. Highlight movements of advertisers and competitors
- Responsible for ensuring contractual obligations are met on event campaigns and broadcast sponsorships
- Work closely with relevant departments to ensure all campaign deliverables are met and optimal
- Work closely with Client Service and Research for post campaign analysis and presentations
- Identify synergies between the brand environment of our specific channels and relevant advertiser goals with aligned target audiences
- Work closely with the sales team to come up with winning solutions



- Develop new packages to grow individual category (tourism, automotive, etc) spend levels or grow share of business by identifying new client/business opportunities
- Liaise with the respective departments in strategizing and compiling proposals (Creative, Research, Programming, Production, Marketing, Communications, digital)
- Liaise with internal Discovery global advertising network to leverage best practices in an effort to sell a global proposition
- Coordinate with Finance department for invoicing, forecasting, tracking of ad sales revenue
- Compile and/or renew sales agreements with clients and reps
- Any other duties assigned by the superior in charge.

Requirements:**these are 'musts' for the role**

- Minimum four years of experience as ad sales support preferably in broadcast or ad agency
- Diploma/Degree
- Computer literate on MS Applications
- A team player with a pleasant personality and positive mindset
- Strong interest and understanding of sports sponsorship market
- Ability to devise relevant commercial propositions to brands to achieve their communication objectives via the DNAP - Eurosport platform
- Strong client and agency network
- In tune with latest digital trends and innovations
- Familiar with traditional and new media platform and campaign styles
- Fluent in English with excellent written & verbal communication skills
- Excellent presentation skills
- Creative and sales oriented
- Detail-orientated
- Experience in sports sales/sport broadcasting essential

Personal Competencies:

The following competencies (behaviours and characteristics) have been identified as key to success in the job. Successful candidates are expected to demonstrate these competencies.

- Ability to work independently



- Self-motivator who can work independently and set own work priorities on assigned tasks
- Ability to work well across teams
- Ability to adapt to the many different situations that they will come across in the industry
- Ability to communicate the needs of clients and agencies effectively to the team in Paris and Singapore
- Role will require strong computer skills
- Creative and ability to think out of the box

