

# JOB DESCRIPTION



<b>POSITION</b>	Channel Sales Partner	<b>LOCATION</b>	Mumbai/Bangalore/Gurgaon
<b>DEPARTMENT</b>	Ad Sales	<b>TEAM SIZE</b>	Senior Executive
<b>REPORTING TO</b>	Region Head - Sales	<b>Max CTC Offered</b>	20 Lacs
<b>ABOUT THE ROLE:</b> This role will be responsible for selling advertising solutions and maximizing the revenue through sale of commercial time, branded solutions.			
<b>CONTEXT</b>	This is a revenue generation role where the incumbent will be responsible to sell our advertising solutions to media agencies and marketeers. The position holder will be responsible for maintaining relationships with a designated set of key strategic accounts and identifying new accounts to maximize revenue from them through sale of commercial time, branded solutions		
<b>KEY RESPONSIBILITIES</b>	<p>Strategic / Policy related KRAs</p> <ul style="list-style-type: none"> <li>• Develop a thorough understanding of the product, its strengths, positioning, content etc. to be leveraged for pitch impact and effectiveness</li> <li>• Develop a thorough understanding of the industries/categories being serviced as well as unique marketing challenges being faced at each client organization</li> <li>• Network, engage with and build strong relationships across levels at client as well as agency organizations to understand business trends, have direct visibility on upcoming campaigns and revenue potential</li> <li>• Demonstrate thought partnership through a comprehensive understanding of the client and agency organization, their marketing needs, campaign efficiency metrics etc.</li> <li>• Build a strategy to derive maximum revenue for your accounts</li> </ul> <p>Operational / Process / Technology related KRAs</p> <ul style="list-style-type: none"> <li>• Create, negotiate and close deals that maximize price/market share and deliver on the client's and agency's marketing objectives and expectations.</li> <li>• Map competition (Sales strategy/Programs/Clients) and use market intelligence to develop strategies to maximize market share</li> <li>• Create and sell bundled deals across platforms leveraging the combined power of TV</li> <li>• Deliver maximum value on deals by collaborating with cross-functional teams across the organization (PRS, Operations) and taking complete ownership of deal execution, client servicing and post evaluations of campaigns</li> <li>• Act as an 'Account Manager' rather than a 'Seller' by providing dedicated account management to develop and nurture strong long-term relationships with key accounts.</li> <li>• Business development to identify new clients</li> </ul>		

	<p>Financial Accountability / Commercial Impact</p> <ul style="list-style-type: none"> <li>• Accurate monthly revenue projections</li> <li>• Meet or exceed monthly/quarterly/annual quotas</li> <li>• Achievement of CPRP benchmarks and high market share</li> <li>• Continuously identify opportunities for additional revenue sources through non FCT avenues – Brand Solutions</li> <li>• Continuously strive to identify opportunities to maximize revenue opportunities in both TV, through a bundled approach</li> </ul>
<p><b>PERFORMANCE MEASURES</b></p>	<ul style="list-style-type: none"> <li>• Monthly / Quarterly / Annual Revenue</li> <li>• Price / yield</li> <li>• Client Count (Effective coverage)</li> <li>• Accuracy of projections and productivity</li> </ul>
<p><b>QUALIFICATION</b></p>	<ul style="list-style-type: none"> <li>• Minimum Qualification: MBA</li> <li>• Total of about 1 - 6 years of experience with Institutional sales (B2B) or Ad Sales</li> </ul>
<p><b>KNOWLEDGE AND SKILLS</b></p>	<ul style="list-style-type: none"> <li>• Strong business acumen with a deep understanding of product as well as market</li> <li>• Strong client relations especially with the various business segments and categories Should have access to key decision makers at client and agency level</li> <li>• Ability to read numbers and take decisions basis data</li> <li>• Ability to collaborate with internal as well as external stakeholders</li> <li>• Ability to drive and achieve sales targets</li> </ul> <p>Ability to unlearn and learn to keep pace with the evolving media industry</p>
<p><b>PERSONAL ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Business acumen</li> <li>• Networking and relationship building</li> <li>• Collaboration</li> <li>• Learning agility</li> <li>• Analytical thinking</li> <li>• Result orientation</li> </ul>

## ABOUT STAR

### **About Star India:**

Star India has defined the Indian media landscape for more than 30 years, and today is one of the country's leading media conglomerates, reaching around 700 million viewers a month on TV across India and over 100 other countries.

Star India's channel portfolio cuts across general entertainment, films, sports, infotainment, kids, and lifestyle content across eight languages. The network generates over 20,000 hours of content every year and broadcasts 70+ channels, reaching 9 out of 10 C&S TV homes in India.

The Star Sports network is one of the leading sports networks with 17 channels in its bouquet. It is home to a number of leading domestic and international sports and is making quantum leaps in transforming sports in the country, helping India become a multi-sporting nation.

Disney+ Hotstar, India's largest premium streaming platform has changed the way Indians watch their entertainment - from their favourite TV shows and movies to sporting extravaganzas. With the widest range of content in India, Disney+ Hotstar offers more than 100,000 hours of TV Shows and Movies in 8 languages, regional and national News, and coverage of every major global sporting event, including the IPL.

The company is present in the Indian movie production and distribution space through Fox Star Studios. The studios is also responsible for the marketing and distribution of its Hollywood slate in the country.

For more details visit us at <http://www.startv.com/>

**Interested candidates can send their resume to Mr. Sriram Raghuv**

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