

1) Job Details			
English Title:	Senior Sales Executive	Arabic Title:	تنفيذي مبيعات اول
Group:		Division:	Commercial Affairs Division
Directorate:	Sales & Services Directorate	Department:	Advertising & Sponsorship Department
Section:		Position Code:	

2) Relationships:	
Report To: (Supervisor)	Manager of Advertising & Sponsorship
Supervise: (Subordinates)	Sales Executive, Assistant Sales Executive
Internal Contacts:	beIN Sports departments
External Contacts:	Agencies, Sales representative and direct clients

3) Job Purpose Summary:
The Senior Sales Executive is responsible for working closely with the Manager of Advertising and Sponsorship in drawing up sales strategies and initiatives and to take a leading role in the generation of advertising revenues through working with Agencies, Sales representatives and direct clients on all accounts and creating all necessary presentations and packages.

4) Key Responsibilities and Accountabilities:
<ul style="list-style-type: none"> • Maintain good knowledge of beIN Sports programming and rights • Gather information and prepare sales presentations and packages • Analyze and interpret viewing data to present to clients • Assist Manager in the development and implementation of sales strategies • Provide regular and updated reports on advertising and sponsorship metrics • Develop and maintain relationships with advertisers and agencies • Apply all the process and procedures set by beIN Sports

5) Other Responsibilities:
<ul style="list-style-type: none"> • Perform other duties relevant to the job as requested.

6) Job Requirements / Qualifications:	
Education:	Minimum Bachelor Degree in Sales & Marketing, Business Administration or in any related field.
Minimum Required Academic Degree:	Bachelor Degree
Experience:	Minimum 4 years professional experience in ad sales or in any relevant field.
Minimum Required Relevant Experience Years:	4 Year(s)

Skills:	<ul style="list-style-type: none"> • Relationship building and negotiation skills • Excellent communication and presentation skills • Fluent written and verbal Arabic and English language skills. Other languages is a benefit • Computer and various research and traffic software • Follow-up skills • Inter personal skills • Excellence on all outputs and performance 	
Knowledge:	<ul style="list-style-type: none"> • Media sales • Media industry (MBUs, clients) • Sales opportunities in MENA territories 	
Abilities:	<ul style="list-style-type: none"> • Ability to build and maintain relationships with advertisers and clients • Ability to work under pressure • Ability to meet deadlines and targets • Ability to create positive environment 	
Core Competencies:	1- beIN Sports ethics and code of conduct. 2- beIN Sports spirit. 3- Diversity. 4- Integrity.	
Competencies:		
Work Environment:	Office work and travel to clients and agents globally.	
Job Demands:	Physical Characteristics:	
	Other Characteristics:	1- Ability to work long hours 2- Ability to work under pressure 3- Ability to handle Challenges and change

7) Performance Measures:
Revenue New advertisers and clients Advertising spots sold Quality of presentations

8) Tools and Equipments:
Laptop, Mobile phone, and other tools as and when needed