

Direct Sales Executive

Job Description

Job Title – Direct Sales Executive

Responsible for growing and maintaining database of advertising clients and administering sales activities including package creation, planning, pitching, issuing contracts and managing orders.

The Direct Sales Executive will report to the Manager, Sales and Marketing, and will be required to establish and maintain relationships with Business Owners, Executives and other advertisers to develop income opportunities for TTT Limited. The incumbent would have experience working in Marketing and Communications environments and developing branded content in partnership with organizations. The scope of the Direct Sales Executive will include but not be limited to the following:

1. **Strategic Pitches**

- Secure new business for TTT through networking and cultivating relationships with advertising advertisers, as well as consistently pitching new ideas, strategies and campaigns.
- Research, create, formulate and pitch Sales and Marketing Strategies for existing clients that may be supported by TTT Limited.
- Organize meetings with advertisers to discuss products, services and advertising opportunities.

2. **Client Relationship Management**

- Ensure effective communication flows between TTT and clients by liaising with them continually.
- Generate and negotiate advertising and promotional agreements.
- Monitor the status and effectiveness of advertising campaigns and generate reports for clients.
- Research and resolve client problems and complaints in an end-to end manner, taking ownership of the client experience with TTT Limited.

3. **Planning and Reporting**

- Prepare and prioritize sales planning and reporting weekly as well as monthly results on efforts.
- Project sales income weekly based on planned activities in the coming week.

4. Innovation and Product Development

- Work with Production and News teams to develop television features and native content opportunities for clients.
- Perform any other related duties.

Required Qualifications and Experience

The Direct Sales Executive will have the following qualifications and experience:

- Associates Degree in Marketing, Communications, Business Management or other related combination.
- 1 year experience working with Media houses, specifically in Sales or Traffic Departments
- 3 years experience working in marketing environments