

Job title: Publisher Manager

Location: Sao Paulo / Brazil

Reporting to: Country Manager Spain & Portugal

Start date: As soon as possible

Role and purpose:

This is a role where the working week will switch between identifying new publishing opportunities and following up with current publishing leads in order to develop and optimise new business.

The job requires to have great aptitude in suggesting several digital strategies based on the publishers business model and stage of maturity then sell in our online advertising solutions. Developing trust and sales solutions which yield strong results is paramount to the success of the candidate and the long term partnership with each publisher.

Tasks will include (but are not limited to):

- Identify and meet sales opportunities, and strategically sell TradeDoubler's advertising products to prospective publishers
- Work closely with the members of the publisher sales team to ensure the most effective use of resource is upheld to meet targets and objectives
- In conjunction with TradeDoubler's Head of Publishing, Sales Director and Client Services team develop, implement and optimise advertising revenues based on publisher recruitment strategies
- Collaborate with different stakeholders both in publisher business and within TradeDoubler to meet sales objectives
- Build key relationships and secure traffic for the TradeDoubler network through targeted relationship building and networking
- Develop, grow and accurately report the publisher recruitment pipeline and opportunities to TradeDoubler management
- Work closely with the Publisher Development Manager to monitor the progress of publisher recruits and monitor KPIs
- sales collateral

Ideal candidate profile:

Skills and experience required include:

- Experience from online marketing sector – performance based marketing
- Understanding of digital marketing and how advertisers, publishers and agencies are using digital marketing
- Structured and organised approach to communicating and meeting with perspective partners
- Good local network to drive business
- Demonstrable knowledge and ability in selling online advertising
- Successful and strong hands-on online sales skills
- Demonstrable relationships with top publishers / media buyers a bonus
- Thorough understanding of the online marketing environment
- Strong understanding of CPA/CPM/CPC/CPL business models
- Confident communicator with good presentation skills
- Creative thinker who can see the business opportunities
- Rapport builder with proven ability to gain repeat business effectively
- Great networking skills
- Enthusiastic, ambitious, self-starting and hard working team-player
- Fluent in Portuguese and English
- Any Other European languages helpful
- Advanced Word, Excel, PowerPoint and Outlook skills

Manager Contact: Juan Sevillano

HR Contact: Betty Venco

Please send your CV and Cover letter to hr.brazil@tradedoubler.com