



CityAds Media: global technology platform for online performance marketing powered by big data! We are an international affiliate marketing and performance advertising platform operating via CPA model supported with proprietary big data technologies. CityAds has developed a unique technological platform focused on traffic conversion efficiency. CityAds technologies and human capital (over 150 employees) provide advertisers with unique services to drive sales and optimize costs.

We are now looking to hire **Commercial Director** in our Brazil office who will be responsible for creating or developing CityAds advertiser relationships, specifically with companies that will prove to be strong distribution partners for CityAds. The position of Commercial Director is a critical role in the company growth. The individual will be expected to work closely with the Global CEO and with Country Manager of Brazil to agree on sales strategy and establish plans and strategies to expand the advertisers base and contribute to the development of the company.

Job title	Commercial director
Job seniority	Top management
Location	Sao Paolo, Brazil
Reports to	Country manager, Brazil and Global CEO
Direct reports	All commercial units in Brazil
Salary	Competitive + Bonus + Extensive Benefits

The role involves planning resource allocations and forecasting growth accurately; developing subordinate team to be excellent in their roles; building strong advertisers relationships at a senior level, advising on key strategic initiatives and deliver maximum revenue and margin from a portfolio of advertisers.

Key attributes:

- Extensive experience within digital;
- Intimate knowledge of affiliate marketing;
- Drawing up and approval of budgets and monitoring their implementation;
- Maintenance and development of key advertisers;
- Collection and analyze information on the current and potential advertisers to competitors, tracking changes in the conditions, the study and analysis of the competition policy in relations with advertisers;

- Provide recommendations for improvement of advertisers offers and offer various consulting services;
- A sense of urgency for achieving goals;
- Thrives on working on multiple projects simultaneously;
- Can generate ideas to solve problems creatively;
- Builds strong relationships at a senior level to influence advertisers contacts;
- Offers directive leadership to ensure that results are delivered;
- Delegates where necessary;
- Excellent presentation and written skills;
- High level of commercial awareness;
- Fluent English;
- Excellent negotiation skills;
- Positive outlook and proven ability to handle pressure.

Role Functions and Responsibilities:

Strategic planning

- Strategy development of the company's sales in Latam;
- Participation in the process of strategic planning;
- Preparation of forecasts, projects, plans, sales of services, carrying out studies on the demand for traded services, prospects of markets development;
- Development of the pricing policy of the company;
- Creating Sales Deck;
- Introduction of sales reporting and analysis.

Business development

- Organization of a package of measures to increase sales;
- Negotiations with key global advertisers;
- Ensure the global margin goals are met via the management of key global advertisers and associated resources;
- Research new advertiser opportunities and create quarterly target lists;
- Negotiate advertiser offers to be displayed on publisher sites (new or existing) to optimal, assigned margin percentages, while achieving revenue goals;
- Grow revenue to meet and exceed goals with all offers through increased performance or up-selling of increased product & service offerings;
- Lead contract negotiations with strategic advertiser and coordinate with legal resources as appropriate;
- Effectively network client organizations to establish new contacts at higher levels and in other business units;
- Review new advertiser pipeline weekly;
- Development and implementation of special events, including a variety of stimulation, an increase of payments, etc;
- Development of media kits and presentations for advertising sales on the Internet;
- Making presentations to potential clients;
- Development, coordination and maintenance of commercial contracts.

Staff management

- Champion Cityads initiatives and core values within the subordinate team;
- Perform weekly status meetings with responsible direct reports to track quarterly revenue goals and to provide guidance in the identification, creation, negotiation and maximization of additional advertisers;
- Provide professional development to responsible direct reports via weekly status meetings, three-month reviews, annual performance reviews along with any other learning opportunities;

- Mentor and develop new staff members by helping with the job and formal training sessions;
- Participate and lead company initiatives.

Analysis of sales

- Drawing up and approval of sales plans and strategy, as well as reporting on their implementation;
- Reporting of financial and non-financial indicators fixed customers for the department.

Monitoring

- The implementation of sales plan;
- The effectiveness of the office in achieving sales targets;
- The conduct of campaigns to stimulate sales and promotion services;
- The harmonious interaction of sales with other departments;
- The proper paperwork and storage.