

Account Manager

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Company: Ziff Davis

Location: United Kingdom

Category: other-general

Description

Position at Consumer Tech

About Ziff Davis

Ziff Davis is the leading global digital-media company operating in the technology, gaming, entertainment, men's lifestyle and health verticals. The Ziff Davis portfolio of web properties includes , , , , and , among many others. Our web properties attract approximately 5 billion visits and 18 billion page views annually. Our brands produce and distribute premium content across multiple platforms and devices, delivering advertising, performance marketing and licensing solutions to thousands of clients worldwide.

The Opportunity

The Account Manager will sell engaging branded content, video, display and experiential to new and existing clients, increasing the reputation and visibility of IGN, Mashable, SpeedTest, PCMag, Extremetech, Geek & Ziff Davis B2Band the rest of Ziff Davis' portfolio, across global sites and all social media platforms.

Key Responsibilities

- Proactively pitch to agency group to drive branded content, display, video and experiential spends across site, social and events.
- Strategically develop all agency business through within the group through strong client relationships with planning, partnership and trading teams.
- Work closely with the Head of Sales to develop regular revenue forecasts, strategy and regular reporting of performance.

- Create and execute longer term collaborations and partnerships with relevant brands
- Fully understand the editorial/social proposition of Ziff Davis brands and use this to shape and develop the commercial offering
- Build effective regular communication with the editorial teams and creative team to ensure current offering matches market demands.
- Make relevant recommendations on product based on market feedback and advertising opportunities
- Ability to utilise data to provide insight and sales strategies

Job Qualifications

- Advanced account management and relationship building skills to ensure customer satisfaction and repeat business to maximise ongoing revenues.
- Advanced negotiation skills are essential.
- Well developed communication skills with the ability to motivate and drive creativity amongst internal teams.
- Entrepreneurial attitude towards business.
- At all times, you will act as an ambassador for Ziff Davis, demonstrating knowledge and experience to clients
- Understanding of KPI setting and expectations for campaigns
- Experience selling native, branded content and strategic content
- Senior agency and/or client direct relationships

Specific Experience:

Required:

- 5+ years digital sales experience.
 - Excellent understanding of the media marketplace.
 - Demonstrable presentation, communication sales & negotiation skills.
 - Strong agency and client relationships in EMEA market
 - Advanced client Management experience.
 - Experience in managing business pipeline and reporting back to the business –
- Salesforce experience is desirable but not essential

Our Culture and Values

At Ziff Davis, we believe diversity stimulates creativity, promotes the exchange of new ideas, and enriches our personal and professional lives. We are committed to championing diversity in all that we do, weaving fairness and equity into the fabric of

our organization, and achieving a safe, welcoming, inclusive, and antiracist culture where everyone belongs and everyone can thrive.

Ziff Davis offers competitive salaries in addition to robust health and wellness focused benefits including medical, dental, vision, life and disability benefits; Flexible Spending accounts, 401(k) with company match, an Employee Stock Purchase Plan, Pregnancy and Parental leave, Family Planning Support via Maven, Flexible Time Off, Volunteer Time Off, Fitness Reimbursement as well as employee-focused engagement and education programs, including Employee Resource Groups and company-sponsored events. If you're seeking a dynamic work environment where you can see the direct impact of your performance, then Ziff Davis is the place for you.

Ziff Davis is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive and equitable environment for all employees.

We will ensure that individuals with disabilities are provided reasonable accommodation to participate in the job application or interview process, to perform essential job functions, and to receive other benefits and privileges of employment. Please contact us to request accommodation.

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