

1. Position Details			
Position Title:	Head of Advertising & Sponsorship		Position Code:
Position Type:	<input type="checkbox"/> Editorial <input type="checkbox"/> Administrative <input type="checkbox"/> Executive Management		Position Grade:
Base Location:		Group:	
Division:	Commercial Affairs		
Channel / Directorate:	Sales and Services		
Department:	Corporate Sales		
Section:	Advertising & Sponsorship		

2. Relationships	
Report to : (Supervisor's Position)	Manager of Corporate Sales
Supervise : (Subordinates' Positions)	
Internal contacts:	Commercial, HR & Finance, Corporate Services Division
External contacts:	Service Providers, Suppliers

3. Position Purpose Summary:
The Head of Advertising & sponsorship is responsible for managing and marketing sponsorship sales; drawing plans, strategies and achieving sales targets through developing a clear roadmap for the market TV advertising budget, through working with the top advertising agencies and direct clients.

4. Key Responsibilities and Accountabilities:
<ul style="list-style-type: none"> Maintain good knowledge of beIN Sports programming and rights Develop sales packages and presentations to maximize sales of high profile rights and programming Meet Revenue budgets set by management Set target list of agencies, direct clients, Sales representatives, others to grow advertising spend and client list Set a consultative and strategic approach for each client Develop and maintain relationships with advertisers and agencies Provide regular and updated reports on advertising and sponsorship metrics Management of the advertising and sponsorship team and operations 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 and Qualifications	
Education:	Minimum Bachelor degree in business, media, or related. Experience should be in the field of media sales or similar trade
Experience:	Minimum 7 years of professional experience or 7 years of professional experience if without Bachelor Degree

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
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 lead and motivate the advertising and sponsorship team 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.
Work Environment:	Office work
Job Demands:	Physical characteristics:
	Other characteristics:

7. Performance Measures

- Revenue
- New advertisers
- Advertising spots sold
- Quality of packages and presentations

8. Tools and Equipment

- Laptop, internet, mobile phone