

JOB DESCRIPTION			
<b>IDENTIFICATION</b>			
Actual Designation	<b>Manager</b>	Function	<b>Sales</b>
Location	<b>Mumbai</b>	Sub-Function	<b>I Cell</b>

**Key Responsibilities:**

1. Creating solutions basis client requirements on Branded Content
2. Facilitating content such as articles in English as per requirement
3. Ideating new solutions in digital for incremental sales
4. Making clients presentations and give solutions such as Articles/ Videos/ Integrations
5. Co-ordinate with Sales and go for meetings to support branded content sales
6. Think beyond digital solution and integrate Events, Radio and Print based solutions
7. Video Brand Solutions - Developing new ideas creating new ideas for all formats Video solutions, Graphics, Social Media, and Innovations. Responsibility to get it produced for the client

**Job Specific Knowledge & Skills**

Exceptional Presentation Skills  
 Good interpersonal & communication skills  
 Content Writing Skills  
 Strategic thinker  
 Video Production will be an added advantage  
 Strong creative bent of mind  
 Understanding of client needs and brands  
 Result Orientation

**Technical Skills**

Excellent knowledge of MS Office.  
 Able to analyze and interpret data

**Qualification & Experience:**

Qualification: MBA/ Advertising Degree

Experience: 7+ Years of experience in Branded Content/ Marketing / Sales Support