



Brand Partnerships Manager (fixed term)

The opportunity for the right candidate to test their experience across both client and agency partnership teams as CScreens look to extend their reach within the media sales market. Helping to educate agencies and clients on the growing influence of OOH TV within the media landscape

About C-Screens

- CScreens was established just over 5 years ago with the main aim to help agencies and advertisers extend their linear TV campaigns into live outdoor TV environments delivering premium broadcast content.
- Backed by the broadcast knowledge from its directors and sales team helping drive the company from strength to strength and now established as the first point of contact when it comes to innovative brands and agencies delivering incremental reach, frequency and cover against their target audiences.
- CScreens prides itself on its unique propriety facial recognition technology, which allows us to actually report back to our clients on audience exposure and impacts.

The Candidate

- **You have:** A track record of delivering long term advertising partnerships
- **You have:** A proven record of building and maintaining contacts in planning, partnership teams, and client marketing teams, with experience of dealing with creative and experiential agencies
- **You have:** Strong client relationships across multiple categories including Auto, gaming, telecoms and pharmaceutical
- **You have:** The ability to effectively sell and deliver creative solutions
- **We deliver:** Competitive salaries, strong bonus structure, the ability to get out and meet the agency partners, and an environment where your opinion really counts

The role

Main Responsibilities:

- Work closely with the Sales Director and sales team, to ensure that the agreed revenue targets are achieved within the partnerships and client arena
- Cultivate and grow CScreens relationship with clients, reaching the respective marketing teams. Keeping these teams educated and updated on the opportunities that exist within the CScreens portfolio of channels

- Gain a good understanding and working knowledge of CScreens sales assets and the wider marketplace.
- Build and manage relationships with Experiential, Partnerships and Agency Planning teams to stimulate briefs.
- Identify bespoke opportunities and proactively reach out to both partnership, experiential and client teams.
- Dissect and respond to any inbound Partnership/innovations briefs
- Proactively target brands who haven't briefed CScreens with interesting and bespoke ideas.
- Work with CScreens Directors and wider team to formulate ideas, work through creative solutions to briefs, drive innovation through new ideas and create sales assets to sell these ideas.
- Ensure implementation to agreed standards and timeframes, ensuring campaigns are delivered from initiation through to post campaign analysis.
- Monitor trade press, national press and online bulletins for sales ideas and industry information to stimulate sales opportunities

The person

Essential:

- Significant experience of the media market (5 years indicative)
- Strong "black book" of client contacts across all categories
- Collaborative style of working
- Be able to demonstrate experience of dealing with Media and Experiential agencies
- The ability to communicate at a senior marketing and agency planning level
- A confident and engaged presenter
- Creative, Open, forward-thinking and persuasive style
- Be able to demonstrate competent analytical and numerical skills
- Excellent communication skills both written and verbal
- Self-motivated, methodical and thorough
- Highly personable and enjoy working in a team, the ability to establish good working relationships with peers
- A good sense of humour

Education & Qualifications

- Ideally educated to degree level or equivalent

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