**JD – Sales Manager, DFI Retail Media**

Do you want to make an impact to some of the top brands in Hong Kong, serving an engaged membership base of 4.8 million? Our DFI Media team is the right place for you!

We are part of DFI Retail Group, a leading pan-Asian retailer that covers food (grocery and convenience), health and beauty, home furnishings, restaurants and other retail businesses.

We also operate yuu, the leading loyalty programme in Hong Kong. A digital first platform, partnering with the best-in-class retail brands in Hong Kong to deliver a personalized customer loyalty experience.

At DFI Media, we are keen to hire the smartest and brightest digital marketing and sales talent who can make a difference in a fast moving, dynamic team with start-up culture.

The role of Sales Manager will be responsible for leading our DFI Media sales effort in Hong Kong and driving incremental sales growth. You need to excel in populising our digital media solutions on the market and creating demand for our ad products.

**Job Responsibilities:**

* Deliver against established revenue target, maintain and manage sales pipeline
* Identify and pursue new advertising opportunities for digital revenue growth
* Manage key relationship with DFI Media partners including leading FMCG brands and media agencies in Hong Kong
* Grow the sales pipeline and create stable demand for our digital ad solutions
* Organize and participate in marketing and PR events throughout year, representing DFI Media
* Build new client portfolios, and maintain client relationships, creating trust and driving additional revenue growth opportunities
* Create campaign proposals, commercial terms, advertising solutions that align with clients’ business objectives
* Partner with cross-functional teams to ensure smooth execution of media campaigns

**Skills and Qualifications:**

* Bachelor’s degree or higher, preferably in marketing, advertising, or related field
* 6 to 8+ years of client facing sales’ experience in digital advertising / retail media sales, more experienced candidates will be considered for a Senior Sales Manager position
* Established relationships in the advertising industry in Hong Kong including leading media agencies and FMCG brands is preferred
* Proven track record in successfully reaching and exceeding sales goals
* Excellent written, verbal, and presentation communication skills, and diligent follow-through
* In-depth understanding of digital marketing across channels (paid, direct, CRM, affiliate) and how to optimize spending effectiveness
* Strong track record of negotiation and successful internal & external relationship management
* Hands on experience with proposal creation and pitch presentations
* Experience in a fast-paced startup, sales, agency, digital advertising / FMCG environment is an advantage
* Fluent in English and Cantonese