

Account Manager



 **transfermedia**



Transfer Media, Belgium's top sales house for premium TV, boosts brands across online, on-air, and screen platforms, connecting with enthusiastic audiences.

MORE INFO: WWW.MYTRANSFER.BE

COME JOIN US!

Transfer Media, a Walt Disney Company, is seeking an **experienced** and **digitally-savvy Account Manager** to drive our expansion in digital media. This role is ideal for a strategic and client-focused professional with a strong background in digital advertising, eager to strengthen relationships with key media agency partners and grow Transfer Media's traditional and digital offerings. The Account Manager reports to the Head of Sales.

Key responsibilities



Account Management: Maintain and strengthen relationships with key media agency partners to ensure high levels of client satisfaction. You are their primary point of contact for all inquiries and needs.

Customer Relationship Management: Build and maintain strong relationships with existing clients while actively attracting new clients.

Digital Media Strategy & Execution: Leverage expertise in digital advertising, including programmatic, online video and VOD-platforms, to develop tailored strategies that meet client objectives.

Needs Assessment & Recommendations: Understand clients' needs and provide expert advice on the most effective advertising solutions. Assist your colleagues with recommendations for their clients' digital campaigns.

Active Sales of Digital Ad Space on YouTube: Drive sales of YouTube advertising, including video ads (TrueView, skippable, non-skippable), and other YouTube ad formats.

Internal collaboration: Work closely with cross-functional teams—including planning, insights, and operations—to ensure seamless execution of (digital) campaigns.

Performance Analysis & Reporting: Track, analyze, and report on account performance using analytics tools, providing insights to both clients and internal stakeholders.

Media industry knowledge: Stay ahead of the latest trends, technological advancements, and innovations in digital advertising, particularly within the YouTube and streaming landscape, to educate clients and identify growth opportunities within Transfer Media's portfolio.

 **transfermedia**
a **WALT DISNEY** Company

Account Manager

Qualifications

- ▶ **Bachelor's degree** in marketing, media, business, or a related field.
- ▶ **3+ years of experience** in account management or sales within the media or digital advertising industry.

Proven track record of managing **client relationships** and driving business growth.

Extensive knowledge of the digital advertising market and the YouTube advertising ecosystem.

Strong understanding of the **broader digital advertising** landscape, including streaming platforms and advertising opportunities within the VOD sector.

Experience with Google Ad Manager (GAM), Operative 1, and Salesforce is a plus but not required.

We offer

- ▶ ... a modern and **fun work environment** where all your ideas and input get valued.

... a very **dynamic industry** with a lot of possibilities.

... an **(inter)national workspace** with a variety of tasks.

... a pretty sweet office in the **heart of Antwerp!**

... The chance to be part of **The Walt Disney Company**.

Skills

- ▶ **Digital media expertise** (programmatic, video, and data-driven advertising).

Strong understanding of **YouTube's advertising formats**, targeting options, and campaign optimization.

A proactive attitude with a willingness to learn and adapt in a fast-paced environment.

Negotiation and deal closing.

Ability to manage **multiple projects simultaneously** while maintaining attention to detail and meeting deadlines.

Strong **analytical skills** and **data-driven** decision-making.

Upselling and **cross-selling** digital solutions.

Strong presentation and **storytelling** skills.

Client-focused approach with an emphasis on digital transformation.

Deep understanding of **industry trends** and **new technologies**.

Team player with strong interpersonal skills, able to collaborate effectively across departments.

Flexible, results-driven attitude with a commitment beyond traditional working hours (No 9 to 5 mentality).

Fluent in French, Dutch, and English.

ARE YOU OUR NEW
ACCOUNT MANAGER?

Please send your resume and motivational letter to:

eline@mytransfer.be

+32 472 57 79 94