



Do you want to play a key role in bTV Media Group's Sales team?

...Then take this exciting opportunity -

We are looking for an experienced, focused and enthusiastic person to join us as a:

Talent Manager

The main challenges for this position:

This is a customer-centered role related to the business development of celebrity endorsement revenue stream. The Talent manager will be responsible for increasing revenue from BTV celebrities' participation in advertising and promotional activities of BMGs customer base. The Talent manager is supposed to take interest in celebrities' entrepreneurial ideas and initiatives and cease opportunities with commercial potential.

Responsibilities for this role include:

- Sell Celebrity Endorsement opportunities to support marketing efforts of advertisers;
- Establish and maintain a network of contacts with PR and event agencies to be able to communicate effectively about celebrity endorsement opportunities
- Create and manage a pipeline of prospects in order to grow the Celebrity endorsement base and ensure target attainment;
- Manage accounts and celebrities on-site at events or from the office including pre-event meetings, setup support, on-site logistics assistance, and post-event feedback
- Build strong relationships with clients and prospects, as well as, work closely with BMGs sales force to prospect and close endorsement sales
- Develop and grow a strong comprehension of the sales process, including an understanding of the value proposition and value based selling
- Coordinate with celebrities and other departments in organization to ensure clients receive promised deliverables
- Establish and maintain a talent data base with celebrity profiles including contact information, side interests, hobbies, etc.

If you enjoy talking with people, are not intimidated by executive level titles and thrive in both an entrepreneurial environment and team atmosphere, this is the job for you. We encourage you to take risks and develop creative, outside-the-box solutions to impact the value of the products and services you will offer clients. You'll be encouraged to maintain your individual style while adopting a consultative partnership approach and leveraging best practices.

Qualifications

- Proven track record of success in conference/event and/or media sales and stellar account management
- Previous experience with celebrity endorsement sales would be an asset
- Ability to consistently fill pipeline and drive revenue opportunities
- Marketing experience preferred



- Show initiative; be self-motivated and driven to succeed
- Have a positive “can do” attitude and ability to communicate at various levels of an organization
- Have excellent presentation, written and verbal communication skills
- Be flexible and enjoy working with people
- Four year degree in Business, Communication or Marketing required
- Effective time management skills, with strong organization and prioritization abilities

Personal Attributes

- A “Hunter” who enjoys opening doors and closing the deal
- Tenacious, hard -working, self-starter, self-motivated, and able to work independently without much supervision
- Passionate about understanding and helping with clients’ needs and challenges
- Charismatic, well presented and articulate
- Fun to work with - sense of humor
- Collaborative team player

If you feel that you have what it takes to be our Talent Manager, apply now at careers@btv.bg

Please notice the position you are applying for!