



## B! Digital Spain Advertising Manager

Buongiorno, one of the world's leading companies in the mobiles value-added service (VAS) sector, has an opening within the Marketing Product and Supply team, to support local territory adult services. Buongiorno is a fast growing, publicly listed company with over 1200 employees in more than 25 countries around the world that supplies digital content services to mobiles operators & retailers and directly to consumers.

Based in Madrid, as Advertising Manager of Buongiorno Digital, it will be the engagement manager taking responsibility for driving to the success of the Advertising strategy of B! Digital in Spain. Leading tactics, strategy and optimization execution of existing advertising business of B!Digital and new business opportunities in the mobile internet sector, with a strong solid orientation in Advertising, digital desired, both in Sales and Aggregation.

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### Key Responsibilities:

- Manage and sell actual Buongiorno Inventory, permission marketing Databases and HotSMS
- Aggregation and sale of Mobile Internet inventory of 3<sup>rd</sup> parties (both for the performance platform and for premium inventory)
- Interact strongly with B2C people in order to take advantage of the media expense we have as a company and aggregate the 3<sup>rd</sup> party inventory in our performance and premium platform and to manage, as an agency, the expense of B2C for our own brand purposes. Combining both will be definite to aggregate inventory
- Working globally with the head of the performance platform (Italy) and with all the counterparts of the rest of the countries
- Interact within B!Digital will need to have an intense communication with the Head of Business Solutions.
- Develop relationships at all levels within the regional mobile internet community and with the publishers to mobilize their media
- Analyze data, trends and performance and develop robust strategic sales plans.

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### Skills & Knowledge:

- **5-6 years** experience in the advertising (digital is a plus) industry with experience in: selling the media of companies, developing advertising strategies both for selling and also in aggregation of 3<sup>rd</sup> parties inventory.
  - **High skilled in** business models
  - Experience managing large advertising budgets
  - **Creative mind with analytical and organizational skills** and technical knowledge. Ability to think creatively to develop advertising strategies for the company in a dynamic, client-centered environment
  - Experience contributing in and/or leading diverse teams. Manage multiple assignments with time-sensitive deadlines. Proven record of successful process management and relationship development with large clients.
  - Ability to work in a growing and dynamic environment, combining your strategizing, planning, and problem-solving skills.
  - **Deep understanding of Advertising (Digital) industry**, a vision for its growth, and a commitment to take advance for developing the Advertising Strategy
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- Strong linguistic background. **Spanish (bilingual) and English very high level (professional level)**
  - Willing to travel frequently.

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**Job specifications:**

- Locations: SPAIN
- Others: Social benefits

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<b>B! values</b>	<b>Winning skills &amp; performance behaviours</b>
<ul style="list-style-type: none"><li>• Transform ideas and opportunities in reality</li><li>• B! ready for continuous change</li><li>• Value diversity</li><li>• Show respect for individuals</li><li>• B! passionate about Quality</li></ul>	<ul style="list-style-type: none"><li>• Problem solving</li><li>• Getting things done</li><li>• Communicating effectively</li><li>• Team playing</li></ul>






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To apply send your CV by e-mail at [Jobs.iberia@buongiorno.com](mailto:Jobs.iberia@buongiorno.com)