

Business Development Specialist (Digital Ad Sales), Toffee

About the job

Job Description

At our company, we hold an uncompromising stance against mediocrity, committing ourselves to work that delivers audacious impact and is fueled by a pioneering spirit of continuous progress and innovation. This ambition is supported by leadership grounded in courage and clarity—ensuring alignment, accountability, and purpose in everything we do. Integrity shapes how we hire, recognize, and develop talent, with a focus on potential, ambition, and long term growth. Together, we operate with collective strength, prioritizing meaningful results over unnecessary rituals and navigating challenges with unity and resolve. Above all, we remain steadfast and resilient, never losing sight of our commitments and continuously pushing forward through complexity with determination and purpose to create a better life for all.

- Responsible for achieving monthly and quarterly OTT ad sales targets.
- Deliver customized client pitch presentations based on strong market insights.
- Manage campaign reporting, billing, and revenue collection.
- Conduct client follow-ups, visit, and maintain strong relationships with clients and agencies.
- Possess in-depth knowledge of digital advertising and related terminology.
- Demonstrate a strong understanding of OTT content and platform dynamics.
- Assist in developing short- and long-term revenue strategies and models (AVOD, SVOD, TVOD) aligned with business goals.
- Analyze market trends and forecast opportunities to support planning new digital revenue streams.
- Lead quarterly revenue roadmap creation and ensure timely partner onboarding to activate revenue cycles.
- Identify, onboard, and manage strategic partnerships with ad networks, SSPs, DSPs, media agencies, and SVOD solution providers.
- Integrate ad tech and monetization solutions with the Toffee platform; explore new pricing and sponsorship models.
- Build revenue portfolios through corporate partnerships, clean-feed TV channel collaborations, and FinTech payment integrations.
- Use CVM and data analytics to monitor ad performance, optimize monetization models, and guide revenue decisions.

- Leverage consumer insights and dashboards to refine ad strategies and identify new monetization opportunities.
- Collaborate cross-functional with commercial, finance, legal, compliance, and product teams to execute revenue plans.
- Lead testing, feedback loops, and cross-team alignment to ensure timely, user-centric campaign and business model execution.

Academic Qualification

- BBA/ BSc and/ or MBA/ MS/ Arts from a reputed university with majors in Marketing/ Finance/ Computer Science/ Business Policy & Strategy.

Job Experience Required

- 3-7 years of direct, growth-focused experience in OTT business development with the ability to generate revenue by identifying pain points and implementing suitable business and revenue models in multiple revenue models by binding with the relevant products and/or services.

Required Capabilities

- Demonstrated expertise in ad networks, OTT monetization models, and digital advertising ecosystems, with proven success in revenue-driven roles.
- Strong business development experience, including crafting and presenting tailored monetization strategies and launching new business models.
- Solid understanding of video streaming platforms, mobile advertising, and the broader digital content market landscape.
- Proven ability to build and manage partnerships with ad networks, SSPs, DSPs, media agencies, and corporate clients.
- Skilled in developing and executing ad portfolio strategies, pricing models, and digital asset management plans.
- Highly analytical and data-driven, with the ability to extract insights, tell compelling stories through data, and optimize campaign performance.
- Experienced in managing end-to-end content development lifecycles and navigating both online and offline marketing funnels.
- Strong organizational skills, multitasking ability, and adaptability to changing priorities, technologies, and tools in fast-paced environments.
- A collaborative team player with a strong sense of ownership, discretion, and the ability to handle confidential information effectively.

- Passionate about continuous learning and professional growth, with resilience in driving results and improving customer experience.
- Advanced proficiency in PowerPoint and Excel for data visualization, reporting, and presentation development.
- Google and Meta advertising certifications are highly desirable and will be considered a strong advantage.

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