

# Sales Account Executive

## JOB DESCRIPTION

<b>Employer</b>	Data Locator Group Ltd	<b>Reports to</b>	Head of Digital Audiences
<b>Hours</b>	Mon to Fri 9am - 5:30pm (Full Time)	<b>Salary</b>	Competitive DOE
<b>Location</b>	Sunningdale, The Belfry Business Park, 13 Colonial Way, Watford, WD24 4WH		

### Job Purpose

To optimise our Digital Audience revenue from digital and media agencies as well as client trading desks. Working with the Head of Digital Audiences to build up a new agency client base within the Digital division.

### Key Responsibilities

- Setting up and attending new business meetings with digital agencies and programmatic departments of media agencies.
- Presenting our Digital Audience solutions to key decision makers within agencies
- Generating incoming briefs through building good relationships with key agency contacts
- Creating bespoke Audience segments and trading rules using our Data Management Platform (Salesforce DMP)
- Keeping abreast of new programmatic industry developments
- Maintaining a good knowledge of how compliance affects the industry
- Gathering feedback on segment performance and what new audiences are in demand.
- Representing DLG in a professional manner at meetings, industry events and throughout the client relationship

### Key Skills, Experience and Knowledge

- 1 year's experience working with data for commercial purposes in a client facing role
- Reasonable understanding of how data profiling works
- Computer literate in Excel, PowerPoint and Word
- Active user of social media channels and embraces new technology
- Ability to multi task
- Comfortable striking up new relationships and a passion for enjoying work

#### How to apply

Email your **CV** to:  
HR Manager at [recruitment@dlg.co.uk](mailto:recruitment@dlg.co.uk)