



Job Description – Associate - Outreach

About the company

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we can also bring in their production capabilities coupled with our execution prowess to make the best content out there.

Job Responsibilities:

We are looking for an astute and streetwise person who can take up a managerial position in our company.

1. **Client Acquisition:** The Outreach Specialist will be tasked with the critical responsibility of identifying, approaching, and establishing meaningful relationships with prospective YouTube content creators, channel owners, and brands interested in affiliation with our MCN.
2. **Contract Negotiation:** The incumbent will be responsible for the meticulous development and negotiation of partnership agreements and contracts with clients, ensuring that these agreements are characterized by mutual benefit and alignment with the strategic goals of the MCN.
3. **Market Research:** Diligently stay apprised of industry trends, YouTube platform policies, and competitive activities in the digital media landscape. The information garnered will serve as the basis for informed decisions and recommendations.
4. **Client Relationship Management:** Serve as the primary point of contact for existing clients, attending to their needs, addressing their concerns, and assisting them in optimizing their potential within the Multi-channel network.
5. **Collaboration:** Collaborate closely with the content management and legal teams to ensure the seamless onboarding and integration of new clients into the Multi-channel network.
6. **Performance Tracking:** Systematically monitor and report on the performance of client channels within the Multi-channel network, identifying areas for growth and optimization.
7. **Targets and Goals:** The Outreach Specialist will be held accountable for meeting or surpassing monthly and quarterly acquisition targets and revenue objectives.

Skills Required

1. **1. Educational Background:** Possession of a bachelor's degree in business, marketing, communications, or a closely related field.
2. **Professional Experience:** A documented history of success in outreach, client acquisition, or sales, preferably within the digital media or entertainment sector.
3. **Negotiation Skills:** Exceptional negotiation and communication skills are prerequisites for this role.
4. **Industry Proficiency:** A profound understanding of YouTube, multichannel networks (MCNs), and online content creation is imperative.
5. **Self-Motivation and Time Management:** The capability to work autonomously, manage time efficiently, and prioritize tasks is crucial.
6. **Industry Network:** The presence of a network of established industry contacts and relationships is an advantageous asset.
7. **Legal and Contractual Familiarity:** An appreciation of the legal and contractual dimensions of client agreements is considered beneficial.

Qualification: Any graduate with 0-1 year of experience in Inside Sales.