

Executive Manager: Acquisitions and Sales

JOB DESCRIPTION

Job Title	Executive Manager: Acquisitions and Sales
Division	Content Aggregation
Reports to	Managing Director
Position Location	Dubai, UAE

About Global Media Enterprises (GME).

GME is an international audio-visual content studio that specialises in the development, acquisition, production, financing, distribution and sales of general entertainment and news content. The Company's diversified expertise spans across film, television and music production and distribution. Powered by deep knowledge of the Sub-Saharan Africa market, GME delivers the best content to mainly African audiences in the continent and the global diaspora.

GME's trade partner network includes Allirites, Afriprime, Newzroom Afrika, The Rooms Network, DSTV, Showmax, and MNET among others.

Role Description

Executive Manager: Content Acquisition and Sales:

The role is devoted to aggregating content for our partner television networks and growing company's content distribution revenue. This role reports to the **Managing Director**.

Responsibilities

- Drive and execute an effective company growth strategy across Sub Saharan Africa (SSA) and other strategic markets globally.
- Identify opportunities to sell new, returning and catalogue product for both scripted and non-scripted TV, and movies and maximise the commercial exploitation of the GME's own content formats across content types.
- Build and maintain close client relationships, provide market expertise and knowledge for the business, and contribute valued team qualities including passion and motivational vigour.

Key Responsibilities:

Content Distribution:

- Work with Company directors to design, plan and execute content sales to broadcasters and digital platforms across the SSA territories and beyond; ensuring all existing relationships are maintained whilst looking to develop new business to deliver maximum exploitation of all content.
- Work with management to agree on budget, strategy and sales targets for each financial year, and then deliver on that in each financial year.
- Support strategies and plans for all relevant TV Markets and territory trips. Travel as required to those markets and territories to develop and build relationships with new and existing clients.
- Review and assess international potential of new content acquisitions by providing regular feedback. Provide input into overall distribution strategy of the company, including expert and current market feedback on titles, viable commercial targets for each project, and insight into local SSA content trends.
- Manage, motivate and develop all future direct reports to ensure we operate as an effective and energised group.
- Establish and maintain 'best in industry' reputation with broadcasters and streamers to help ensure GME is a priority partner for our clients; and respected by our fellow distribution peers.
- Be a key contact for all trade partners and relevant outsourced service providers that we work with to deliver on our deals including Marketing, Research, Finance and Technology. Ensure a collaborative approach and an open approach to information sharing about our markets and business.

Content Acquisitions:

- Study up-to-date quantitative and qualitative research to understand the appeal of different content genres across target audience demographics.
- Conduct research on industry bodies, content producers and other key industry players.
- Coordinate meetings with industry bodies, content producers and other key industry players.
- Negotiate content pre-sales to secure desired content for "windows" that we require it for.
- Coordinate with other with clients that we are aggregate content for to negotiate exploitation terms when negotiating content licensing contracts.
- Enter licensing and rights information in the digital assets metadata. (Synergy)
- Identify opportunities for further acquisition based on consumption analysis alongside our client's programming departments.
- Identify trends and patterns from audience content consumption data for the genre or customer segments.
- Keep track of the stock for specific channels/platforms and genres.
- Maintain a database of industry bodies, film studios, content producers and other key industry players.
- Lead the process of price discussions in all content licensing negotiations.

- Regularly report research results and audience trends to the company directors.
- Review content for required technical specifications and basic compliance to our traded partners' basic standards.
- Review popular content concepts from our competitors to gauge their applicability to own partner pipeline.
- Verify availability of content in the required format and technical specifications for various platforms we acquire content for, to ensure rights optimisation.

Requirements

- A bachelor's degree or equivalent qualification in media studies or similar course.
- Additional training in film production, business administration, marketing and/or media sales will be an advantage.
- Keen interest in and deep conversance around the film and television industry.
- Familiarity with television content libraries across film studios and independent distributors.
- Acquisitions, Licensing, planning and marketing skills
- A proven track record in television content licensing / acquisitions in Africa and internationally.
- Proven skill in negotiating complex commercial content licensing and acquisition agreements in cross-national high-pressure environments.
- Project management and leadership experience.
- Ability to operationalise the strategy
- A sound understanding of technical, legal, and operational aspects of television programming.
- Good data analysis and quantitative skills.
- Excellent written and verbal communication skills.
- Excellent emotional intelligence and relationship management.
- Good communication and presentation skills.
- Critical thinking capabilities.
- Ability to adapt to a quickly changing, fast-paced environment
- Ability to work with a team.
- Ability to delegate tasks confidently.
- Exceptional planning and organisational skills.
- Creativity, tactical skills, and results driven attitude.