

Publisher Development Manager, Israel

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Company: Connexity, a Taboola company

Location: Tel Aviv-Yafo

Category: other-general

Skimlinks, a Taboola Company, is a global e-commerce monetization platform, with offices in LA, London, Germany, NYC Tokyo and Tel-Aviv. We work with over 60,000 premium publishers (Condé Nast, Hearst Magazines, BuzzFeed Global, Ynet) and 50,000 retailers around the world (Nordstrom, iHerb, Sephora, NAP, Lastprice, Alm, CWC...) helping content producers get paid commissions for the products and brands they write about. This gives us a direct view of the browsing and shopping behaviours of over 650 million users. Our technology understands the web pages users visit, the brands and products they look at, the links they click on, and the purchases they make, across our entire network. We track over \$2.5m affiliated sales every day and have the expertise and the tools to power all commerce strategies on every channel development of new Merchant / Advertiser client relationships.

Skimlinks has been acquired by **Taboola** to make the first Open-Web Source for publishers connecting editorial content to product recommendations, where readers can easily buy products related to stories they are reading.

We are seeking an experienced and results-driven **Publisher Development Manager** to join our **Business Development Team**. In this role, you will be responsible for building a strong pipeline of enterprise Publishers and Merchants in the region to pitch **Skimlinks** to and manage the entire sales and onboarding process. You will serve as the main point of contact for your publisher and Merchant partners and work closely with cross-functional teams to ensure client satisfaction and success. If you are a proactive and customer-focused professional with a passion for e-commerce and digital advertising, we want to hear from you!

Key Responsibilities

Merchant side:

Evangelising how Merchants and cross functional Networks can all benefit from the Skimlinks and Connexity products and network

Develop and implement strategies to optimise high-quality editorial partners, Buy Now Pay Later providers, and influencers to Skimlinks Merchants

Track and report on key performance indicators (KPIs) such as revenue, clicks, conversions, and program ROI for Merchants using various internal reporting tools

Using insights and data to compile a presentation and provide strategic recommendations to clients directly in the format of a Quarterly Business Review on how they can reach their goals

Working on proactive optimisation campaigns with the Publisher team to capitalize on key sales events

Working with the Operations team to analyse data and ensure our programs are technically optimised

Run benchmarking reports and showcase competitive analysis to merchants so that they know what it takes to remain in the top 10% of their own vertical

Negotiate and set up the most exclusive rates using various commercial models for our partners

Successfully manage a portfolio of IL and potentially other EMEA regions merchant/advertiser portfolio

present Skimlinks at various industry events and be the face and voice of our vision

Publisher Side:

Pitch to a list of enterprise publishers the Skimlinks service as part of entire Taboola offering

Manage sales process together with internal Reps to close New accounts and

onboard them onto Skimlinks

Start managing and influencing publishers commerce content strategy by applying daily Account management tasks including;

Bringing Merchant CPA optimisations to key publishers

Making recommendations on how to prioritise merchants within commerce content

Run weekly reports and calls with Publishers to manage progress

Help them to ramp up revenue by increasing volume content, distribution channels used and reports insights to make better commercial decisions

Use daily, weekly and monthly reports to compile a QBR and present to publishers and key stakeholders

Present Skimlinks at industry events and conferences

Work with the team internally to bring new initiatives to publishers together as part of the overall Taboola offering

Develop strategic plans for client portfolio to drive revenue growth, deliver on KPIs and achieve operational excellence.

Resolve account issues pro-actively and expediently; work cross departmentally for issue resolution when needed.

Provide marketplace feedback and competitive intelligence to internal groups to improve and enhance product offerings.

Upsell your Publishers on Skimlinks and Connexity growth tools within your portfolio to increase revenue

Work closely with Editorial freelancers to help ramp up content production for publishers

Act as the face of Skimlinks for both Publishers and advertisers within a New Business and Account management capacity

Requirements

Account Management and/or Business Development experience

Experience with and/or strong knowledge of a variety of online marketing channels including performance, display, SEO, Affiliate, Digital marketing

Understanding of CPC and CPA cost models and KPIs associated with the Publisher ecosystem (revenue per redirect, revenue per session, conversion, cost of sale, etc.)

Comfortable working with technologies and technical teams, particularly as it pertains to the commercial and high-level aspects of implementing technology solutions

Demonstrated success in negotiating, relationship building and account management

Strong analytic, quantitative and technical aptitude with great attention to detail

Drive and motivation to help advertisers find growth opportunities

Excellent verbal, written and communication skills

Objection handling and Negotiation skills

Demonstrated success in negotiating, relationship building and account management

Curious about learning and interested in keeping up with industry trends

Track record in networking and familiar with key players in the space

An A-player and works well as part of a large diverse team

Ability to set peers up for success

Salesforce/Microsoft Office/Excel/PowerPoint

Outstanding organisational skills

Bachelor's degree or equivalent work experience

Self-motivated, driven, flexible and adaptable with a proven track record of exceeding goals

Salesforce/Microsoft Office/Excel/PowerPoint

Be present at Tel-Aviv office minimum three times per week

We look for people with the following competencies and motivations:

Goes the extra mile Proactive, brings new ideas to the company, does not cut corners ethically, earns trust and maintains confidence, does what is right, not just what is politically expedient

Learns quickly Demonstrates ability to quickly and proficiently understand and absorb new information

Strong sense of accountability Lives up to verbal and written agreements, demonstrates tenacity and willingness to go the distance to get something done.

Benefits

Voted a “Best Places to Work,” our culture is driven by self-starters, team players, and visionaries.

Headquartered in Santa Monica, California, aka Silicon Beach, the company operates sites and business services in the US, UK, EU, and APAC. We offer top benefits including Competitive Package, Learning and Development budget, Fun events, Share options, Pension, Healthcare and much, more!

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