

FOCUS MEDIA HONG KONG

iMediaHouse

Combining Venture Capital and Entrepreneurs
A member of Focus Media Network Limited • Listed on the Hong Kong Stock Exchange (HKSE:8112)

Associate Director, Advertising Sales

A member of Focus Media Network Limited, publicly-traded company on The Stock Exchange of Hong Kong (HKSE:8112).

Vision: To be the preeminent digital Out-of-Home (“OOH”) media solutions provider in the Asia Pacific region.

Mission: To bring pioneering advertising solutions to the digital OOH medium and to build one of the largest digital OOH media networks by attracting the highest caliber people and partners in the media industry.

The next-generation digital OOH media company: Available at the elevator lobbies of premium office & commercial buildings located in the prime business districts of Hong Kong and Singapore, reaching the highly-desired but hardest-to-reach group of business executives in a captive environment. Also operate a vast In-store digital network that provides a Point-Of-Sale advertising platform for brands sold at leading retail chain-stores in Hong Kong and Singapore.

Founded in April 2004, we pioneered the concept of creating a sizeable network of flat-panel displays at the elevator lobbies of premium office and commercial buildings in the prime business districts to connect advertisers with our core audience of white collar workers/PMEBs. "Focus Media has transformed itself into a 'toll bridge', to use Warren Buffet's term, that every potential passenger (or potential advertiser) needs to pay a due" (Morgan Stanley).

We are the largest digital OOH media company in terms of the number of venues in which we deploy our flat-panel displays. Our digital OOH network extends to over 1,000 venues, which comprise of over 600 and over 400 office and commercial buildings in Hong Kong and Singapore, respectively, and 200 and 50 retail chain-stores in Hong Kong and Singapore, respectively. We are the only operator in Hong Kong and the most sizeable operator in Singapore for deploying flat-panel displays at the elevator lobbies of office and commercial buildings. We also operate the digital In-store networks for Mannings Health & Beauty stores in Hong Kong and Watsons Personal Care stores in Singapore.

"Captive TV Networks and Digital Billboards is the principle driver-of-growth for OOH, the second-fastest-growing advertising sector, after the Internet" (source: PricewaterhouseCoopers). Consumers spend more time at work and on-the-move than at home; while ad avoidance is a growing problem, ad exposure at elevator lobbies is highly captive and difficult to avoid.

We are inviting dynamic Media Sales Professionals with strong industry contacts to participate in our company's rapid growth.

Requirements

To be successful for this role you will have at least 5 years of media sales experience. You will have demonstrated the ability to work independently in a dynamic and fast paced environment and multi-task on various projects. Furthermore, you will have excellent communication skills with the confidence and ability to speak directly to clients and media agencies as well as internal departments such as sales and senior management. In addition, you shall possess the following attributes:

- Must have min of 5 years' experience in media sales
- Prior experience in TV or Out-of-Home media is preferred
- Excellent relationship with premium brand advertisers and leading 4As is essential
- Highly presentable and aggressive
- Possess excellent communication and listening skills
- Result-oriented and ability to work under pressure
- Strong desire to be a pioneer to create and develop new sectors within the media industry

Are you seeking for new and exciting opportunities to further capitalize on your talents, acquire new skills and do what you really love? If you are seeking for challenges, desire to create history and pursue your entrepreneurial calling, please drop us a line at enquires@focusmedia.com.

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