



JOB DESCRIPTION

Job title: Senior Media Buyer
Location: Tel Aviv, Israel
Type: Full time

Position

GAN Digital is looking for an experienced Senior Media Buyer to join our growing Marketing team. In this role you will own Media buying and take charge of identifying, contacting and negotiating business opportunities with media partners and (mobile) networks.

Responsibilities

- Build a strong portfolio of direct publishers, agencies and networks
- Manage large marketing budgets and report to management on KPIs
- Analyse campaign performance data to identify opportunities for growth
- Monitor and optimize campaigns in order to maximize ROI
- Negotiate commercial terms while utilizing analytical data
- Develop and maintain relationships with marketing partners

Requirements

- Mother tongue level English (written and spoken)
- Motivated and self-directed professional
- Bachelor's degree in economics, marketing or business related field
- Exceptional communication, persuasion skills and positive professional attitude
- Minimum of three years of account management experience in the iGaming & Casino business
- Excellent analytical skills with a meticulous attention to detail
- Managerial experience is a plus
- Ability to manage and grow relationships with affiliates in a highly competitive market
- Hardworking, eager to meet and exceed objectives and take on more responsibility
- Excellent verbal and written communication skills
- Proficiency in MS Office and experience with AppsFlyer
- Fluency in a second European language is a plus