

# RANX

**Job Title: Manager - Business Media Sales**

**Company:** Ranx Index Pvt Ltd

**Location:** Hybrid (eventually will be on-site)

**Type:** Full-Time

## **Job Overview:**

Ranx is seeking a dynamic and results-driven **Manager in Business Media Sales** specializing in striking partnerships with Corporates and Enterprises. The ideal candidate will have a strong background in sponsorship, concept selling, and a deep understanding of brand partnerships.

## **Key Responsibilities:**

- **Sponsorship Sales:** Identify, approach, and secure sponsors for Ranx podcasts and connected initiatives, ensuring alignment with the brand values and target audience.
- **Revenue Responsibility:** Own the entire revenue growth cycle and profitability – from Identifying, qualifying & developing leads to negotiating and closing opportunities involving multiple stakeholders both internal & external.
- **Strategic Partnerships:** Develop and maintain strong relationships with key decision-makers including Marketing Heads and other CXO level professionals, in potential sponsor organizations, focusing on long-term partnerships.
- **Tailored Proposals:** Create compelling, highly specific proposals that clearly define fitment and return on investment (ROI) for prospective sponsors.
- **Market Knowledge:** Leverage deep knowledge of the business media landscape to identify the right clients while understanding the nuances of different industries and ensuring a strong fitment.
- **Market Research:** Conduct market research to identify new opportunities and stay informed about industry trends that can impact strategies.
- **Reporting & Analytics:** Track and report on sales metrics, providing insights and recommendations to improve performance.

### **Qualifications:**

- **Experience:** 3 – 5 years of experience in business media, with a focus on sales and brand partnerships. Should have achieved a revenue target of INR 5+ crore annually.
- **Education:** Bachelor's / Master's degree in Business, Marketing, Communications, or a related field.
- **Sales Skills:** Proven track record of concept selling and successfully securing deals, with strong negotiation and communication skills. Experience in structuring large deals and successfully negotiating with senior leaders of an organization (CXOs, CMOs and Business Heads)
- **Industry Knowledge:** Deep understanding of the business landscape, with the ability to identify the right sponsors for specific podcasts and craft targeted proposals that highlight ROI.
- **Relationship Building:** Strong ability to build and maintain relationships with key stakeholders, including senior executives and decision-makers.
- **Creativity:** Ability to craft customized partnership proposals that align with both the client's and Ranx's objectives.
- **Self-Motivation:** Highly motivated, self-starter with the ability to work independently and achieve targets.
- **Proficiency in AI Tools:** Familiarity with AI tools for optimizing outreach and sales processes is an advantage.

### **Why Join Us:**

- **Be a Founding Force:** Play an integral role in building a company from the ground up, shaping the future of how excellence is recognized across India.
- **Startup Energy:** Thrive in a dynamic startup environment where creativity, innovation, and agility are at the core of everything we do.
- **Real Impact:** Focus on meaningful work that drives real results, without the distractions of corporate politics or unnecessary bureaucracy.
- **Collaborative & Fun Culture:** Join a team that values collaboration, open communication, and a fun, inclusive atmosphere where every voice matters.
- **Growth & Learning:** Enjoy the opportunity for rapid personal and professional growth, with the chance to wear multiple hats and learn new skills in a fast-paced setting.