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# Example of Digital Advertising Job Description

Our growing company is looking to fill the role of digital advertising. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for digital advertising

* Manage vendor relationship covering vetting of new ideas, project implementation and on-going post-production engagement
* Stay informed of new ad tech ideas and products and make sure that our ad business is offering the leading edge features in the market
* Minimum 5 years of experience managing a portfolio of products in digital advertising with exceptional revenue-driven results
* Passionate about new ideas and emerging market trends
* Capacity to think strategically, multitasking across concurrent initiatives, manage tactical tasks to deliver on your goals
* Collaborates with the sales and marketing team to strategize, plan, and execute digital
* Advise and define the ad operations workflow process for digital sales activity across the DNI footprint
* Manage communication with third party advertising technology vendors
* Work directly with territory sales team including Multimedia Account Executives, Digital Sales Executives, Account Managers, and Account Coordinators to provide leadership in the development and closing of sales opportunities, providing expertise to directly drive revenue
* Proven ability to secure, sustain and expand high-level connections in the industry

## Qualifications for digital advertising

* A relevant background working for, or with a media agency is preferred
* Able to communicate bi-culturally in English and Japanese
* Must be able to work both independently with minimal daily oversight, in a team environment, and be able to interact effectively with other team members, management and customers
* Responsible for understanding the use cases for the Digital Advertising industry and developing the AWS-based technical solutions that address those needs
* Demonstrates thought leadership in the Digital Advertising space, and is able to credibly represent us at industry events, conferences, symposiums
* Relevant degree such as Media, Marketing, Psychology