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# Example of Sales Manager, Digital Job Description

Our growing company is searching for experienced candidates for the position of sales manager, digital. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for sales manager, digital

* Serve as the in-market digital product expert with ability to share and impart digital product knowledge to the entire sales team and demystify complex suite of integrated media solutions into simple, actionable learning points that can be translated into effective sales process steps that drive revenue
* Responsible for driving local digital revenue growth for the station by taking revenue share out of the market and creating new digital business
* Leverage your many years of experience to help us build a strong long lasting culture
* Ability to work effectively with various levels of management and cross-functional teams
* Lead digital sales efforts by identifying and developing success plans with account executives, managers and overall team
* Meet and exceed team digital revenue goals
* Uncover opportunities with new and existing business clients utilizing the full suite of digital solutions
* Lead digital sales initiatives
* Position and sell Digital Engagement software products and PaaS services in a defined territory
* Oversight of internal workflow process

## Qualifications for sales manager, digital

* Possess leadership skills to mobilize and empower teams to achieve
* Demonstrate effective communication and relationship building skills
* Focus on short term
* 5 years or more experience in sales, or marketing required
* Must have 2 or more years of media-related sales experience selling digital platforms previous sales management experience
* Must be familiar with the prevailing internet technologies, such as HTML, streaming media, ad tagging, Flash, podcasting, blogging, RSS