



Example of Digital Media Sales Job Description

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Our company is searching for experienced candidates for the position of digital media sales. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for digital media sales

- Schedule agendas, events , invitations and travel during festivals
- Coordinate and supervise the delivery of promotional material following up through traffic and promotions dept
- Coordinating mailings and clients news
- Maintain updated database
- Make and receive phone calls
- Coordinate multiple daily conference calls
- Maintain updated programming lineup and future projects, material shipments
- Keeping the historical archive of promotional material shipments
- Maintain updated files (paper and digital)
- Estimated and projected costs for travel and festivals, coordinate meetings with marketing department before each festival

Qualifications for digital media sales

- Reserve the conference rooms, prepare and welcome visitors
- Maintain familiarity with rich media ad formats, technologies, and vendors digital sales and media industry trends
- Strong understanding of online ad serving, rich media, and best practices
- Strong working knowledge of Javascript, CSS, HTML5, tag types, dynamic ads, and debugging tools (i.e., Fiddler, Developer Tools, etc...)

- Extensive experience with tag management solutions (i.e., Ensignten and Signal), ad servers (i.e., DFP), and data management platforms (i.e., BlueKai)