



Example of Digital Media Sales Job Description

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Our company is hiring for a digital media sales. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for digital media sales

- Educate digital sales team on digital capabilities and work with them to prospect and close business with agencies and advertisers
- Meet or exceed assigned revenue goals for digital budget
- Meaningful contributor in sales meetings on digital marketing topics (ex
- Services existing agencies and direct client businesses by utilizing station marketing and research resources
- The Digital Sales Manager serves as the local market digital sales champion developing and driving revenue growth
- Responsible for the development and delivery of market specific training and education programs designed for local market leadership and account executives to ensure the ongoing education and rollout of new technology and information
- Assist with prospecting and sales strategies with Local Sales Managers and Account Executives, support LSM's and AE's by attending sales presentations and assisting in proposal development, and work with market managers and Account Executives to identify key accounts and growth categories for digital opportunities
- Act as the local liaison to a number of support functions including Product, Sales Planning, Production, Operations, Client Solutions, Account Planning
- Work with Account Executives, clients and creative/production in the development of digital elements to ensure campaign and brand effectiveness
- Act as technical liaison with other departments on initiatives as related to ad operations & ad products

- Minimum 3-6 years experience in sales role, preferably in advertising, media or other related industries, candidate with more experience & people management experience will be considered as a Team Leader
- Demonstrated success crafting interactive brand strategies resulting in robust digital ad sales for an online destination(s)
- Deep rolodex of industry contacts and positive relationships with ad agencies/marketing executives at the client level
- Experience with a start-up or launch is ideal
- If requested, manage and monitor all contracts, accounts receivables
- Typically requires a Bachelor's Degree in Business or Liberal Arts or equivalent related experience in Marketing and/or Sales