



Example of Digital Media Sales Job Description

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Our company is growing rapidly and is looking to fill the role of digital media sales. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for digital media sales

- Test new ad products, and develop optimal workflow and trafficking processes
- Serves as Digital sales champion over an assigned regional geography
- Aids in set up and execution of sold campaigns
- Assists in the delivery of training programs to LSMs/Account Executives to ensure the ongoing education and rollout of new technology and information
- Participate in the creation and updating of sales documents, training and digital presentation
- Update the pricing lists
- Provide quality customer service to radio representatives for the ten Quebec markets and for local television in Montreal
- Act as an expert to all local digital players in the creation and modification of digital contracts via DFP
- Manage digital inventory requests via DFP and Google Calendar
- Work closely with the ad operations department on various requests such as campaign reports, new account creation, new product creation and more

Qualifications for digital media sales

- 7+ years minimum in online media ad sales experience
- In-depth knowledge of the unique dynamics of the digital healthcare marketplace, relevant advertiser segments, industry challenges
- A focus on achieving sales metrics including exceeding the average deal size,

- 7+ years minimum in online media ad sales or advertising agency experience
- Willing to travel regionally without extensive notice
- Generally works in an indoor office environment