



Example of Digital Sales Job Description

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

Responsibilities for digital sales

- Track pacing and performance of digital campaigns to ensure delivery
- Create and modify documents using Microsoft Word, Excel, and PowerPoint, other internal software systems used in the Sales Dept
- Assist other sales professionals by being the stations expert in digital new business generation
- Prospect (via phone and in person), close and manage new relationships with local clients and partners seeking regional/local consumers via digital advertising
- Manage the startup process for digital campaigns
- Monitor digital campaigns pacing and effectiveness to ensure campaign delivery
- Analyze data to ensure optimal campaign performance
- Report weekly and monthly metrics to account executive and client
- Position reports to the Digital Sales Manager
- When not assisting the multi-media account executives, prospect (by phone and in person), present, close, and manage new relationships with local clients regional and national clients seeking digital advertising solutions

Qualifications for digital sales

- High attention to detail & organized
- Prior broadcast or media experience in sales or significant radio internship experience a plus
- Strong presentation and in-person sales skills, a consultative selling approach

- Knowledge of the local and national digital media market with the ability to respond effectively to market direction, client needs and competition
- Deep relationships with local advertising agencies and clients
- Ability to establish rapport, develop credibility and sell ideas to senior management