

Example of Digital Sales Job Description

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Our innovative and growing company is looking to fill the role of digital sales. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital sales

- The ability to work to deadlines in a fast-paced environment
- The ability to identify problems and opportunities, suggest solutions and seeing the issue through to resolution
- A "hands on" team player who understands the bigger picture and impact of decisions
- A responsive, client-focused approach
- The ability and desire to help less digitally-literate individuals understand the components and processes of a digital campaign
- Be the strategic lead on both pre and post-sale account management in collaboration with Sales and Marketing teams
- Strategically pull inventory and data insights to brainstorm and answer RFPs
- Input all IO's into the booking/accounting system
- Work closely with your team to monitor and report on campaign launches daily to better understand digital trends and to drive business
- Liase with Ad Operations to manage and optimize all sold deals to ensure client delivery and recommend incremental opportunities

Qualifications for digital sales

- Desire to manage the entire sales process which includes prospecting, acquiring new business, closing and maintaining relationships
- Strong work ethic, professionalism and enthusiasm

- Active use of the customer relationship management tool Salesforce.com is a plus
- Experience with digital video and display advertising analytics, campaign management tools, ad tags
- An understanding of digital media platforms