

# Example of Digital Sales Job Description

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Our innovative and growing company is searching for experienced candidates for the position 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

- Help manage pricing for the team, lending a hand on larger projects as necessary
- Collaborate with editorial to create custom advertiser integrations
- Identifying digital sales leads
- Build strategic media plans for specific advertisers
- Maintain utmost confidentiality & assure discreet handling of all business
- Think outside of the box and provide creative ideas to team and clients, utilizing online and any other advertising opportunities in the market
- Tracks individual appointments, presentations and sales
- Helps identify areas of opportunity for new advertising efforts
- May be called upon to assist with customer support in the absence of an Account Manager
- Works closely with the Account Manager to schedule and to support new online initiatives

## Qualifications for digital sales

- Minimum of 2+ years' experience in digital advertising/communications/marketing
- Prior experience with DoubleClick for Publishers, DART Sales Manager and Wide Orbit are preferred, but not necessary
- Ability to multi-task, meet deadlines, and thrive in a fast-paced, deadline

- Opportunity to generate new business assist other sales reps in creating comprehensive marketing programs for clients
- Be part of a growing division with plenty of opportunity for advancement
- Minimum 3yrs experience planning and implementing digital media campaigns working with clients and sellers