



## Example of Sales Director, Digital Job Description

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

### Responsibilities for sales director, digital

- Manage and update the Time inc. Network rate card
- Develop and manage agency-wide rate cards
- Work with the mobile sales director to develop pricing and sales materials for new ad-unit launches
- Understand development roadmap and primary capabilities
- Drive analysis that understands the demands from end customer/channel/sales makers of needs, and then overlays how the applications being developed meets/not meets those demand
- Partner with Marketing to implement, track and assess the effectiveness of campaigns across all digital channels
- Engage with customers and partners to deliver roadmap updates, get product feedback, feed that information back into technology development process, and continuously identify next set of opportunities working closely with the businesses, intermediary & captive distribution partners, and institutional clients
- Create solutions that are empower Prudential sales teams across multiple business lines
- Oversee all aspects of the ideation, creation, execution of branded content, display and sales marketing partnerships
- Develop branded entertainment and co-funding opportunities for Ad Sales and other lines of business such as production to support revenue goals

### Qualifications for sales director, digital

- Programmatic platform knowledge
- Minimum 3-5 years of experience in sales and new business development
- Broad understanding of digital distribution formats and distribution portals (Amazon, iTunes, Netflix)
- Outgoing and diligent in pursuing opportunities
- Must have strong interpersonal and communication skills with demonstrated ability to develop and grow strong business relationships