



# Example of Sales Director, Digital Job Description

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Our company is growing rapidly and is hiring for a sales director, digital. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for sales director, digital

- Develops and creates digital strategies to maximize sales resources and optimize revenue development, including multi-platform product positioning and pricing for clients of all sizes
- Sell our digital products and platform
- Effectively respond to customer enquiries including RFQs, RFIs and RFPs
- Ensure that clients receive the highest level of sales and operational customer service
- Incorporate innovative ways to package and sell AMG digital, mobile, social and video assets
- Work closely with the Integrated Sales and Marketing Teams across Food & Wine, Travel + Leisure, DEPARTURES and Wallpaper\* on all aspects of the business
- Have experience coordinating integrated, cross-platform programs and the ability to work collaboratively across a multi-media company
- As a member of the New Channels team, you will identify suitable new segments (insurance, travel, non-Financial Institutions etc) and financial flows to grow digital payments by replacing traditional cash and cheques enhancing electronic transactions and bringing new consumer experiences
- Maintain principal contact with WB (physical) and the direct digital retail buying teams
- Maintain relationships with Accounts and work towards new relationships with horizontal departments such as Marketing, Operations

- Manage performance metrics, goals and career path for team
- Passion for Digital Ad Sales Systems
- Passion and curiosity about our technology-driven world
- Experience leading product, design and engineering teams (many of whom may not report to you) that create beautiful interfaces that facilitate what users want to do, and delight them along the way
- Using an empathetic approach to identifying needs and solutions, constantly seek insights from the marketplace
- Possess strong advocacy for users throughout the product development process