



## Example of Sales Director, Digital Job Description

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Our innovative and growing company is searching for experienced candidates for the position of sales director, digital. 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 sales director, digital

- Drive collaboration culture within and outside of Cloud Applications Sales organization to ensure that Cloud Application Sales organization is aligned with APAC geographically distributed Apps sales organization
- Define and allocate territories and targets to the sales teams
- Cooperate X-LOB with the relevant sales teams to fulfill Oracles Full-Stack-StrategyDrive and influence Demand Generation and Campaign Management in OD Prime space
- Lead and manage a team of Sales Managers who are responsible for 8-10 representatives each
- Develop the Overlay sales team through staff selection, motivation and coaching
- Attend meetings with customers, new prospects and agencies in presenting advertising solutions
- Work with internal data and business intelligence teams to provide updated audience and site information for Sales efforts
- Reports for calculating and measuring actual sales activity vs
- Provide digital expertise for cross-platform sales and improve digital understanding and sales skills
- Work with key advertising technology and programmatic partners to maximize automated digital trading and campaign delivery

### Qualifications for sales director, digital

- Ability to communicate findings and conclusions into actionable insights that matter for customers and stakeholders
- Work with key advertisers to develop successful, mutually beneficial relationships
- Deep understanding of marketing automation and CRM tools
- Must have strong understanding of selling native, video, programmatic and mobile opportunities
- Male market experience a plus