



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. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for sales director, digital

- Establish and maintain subject matter expertise on leading industry platforms, with focus on leading mobile, social, and other high-growth platforms
 - Work with NBCU's creative solution sales team to conceive and develop innovative digital proposals that explicitly fulfil the client's objectives stand out in a highly competitive market
 - Have deep understanding of an expansive set of advertisers in the marketplace
 - Work closely with Content and Ad Sales Operations to proactively assess demand and opportunity for new products and enhancements
 - Provide leadership to Ad Sales on emerging online and advertising trends, technological capabilities, and competitive practices
 - Work with the research team to use a full suite of data, analytics and audience monitoring tools to identify key target accounts and provide clients with audience information and market
 - Lead, grow and develop an organization of over 50 highly motivated and high performing Sales Consultants (SCs) and Sales Consulting Managers
 - Meet and exceed APAC Digital Prime Apps revenue targets while working hand in hand with APAC Digital Prime Apps Sales VP
 - Design/ leverage and implement programs that result in adequate pipeline to ensure over-achievement of APAC Digital Prime Apps revenue targets
 - Direct activity and performance of highly effective digital sales team
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- Bachelor's or Master's degree in marketing required or equivalent work experience
- Leads the NY Digital Sales Team in designated region to drive sales revenue against a set of accounts
- Develops and create high impact, cross-platform, native, video, mobile and programmatic solutions for brand advertisers
- 5+ years of digital media/mobile sales & marketing experience - fashion and luxury a plus
- Experience selling digital platforms & products
- 10+ year track record of relevant work experience in sales and/or business development