



## Position Available

**Date: October 22, 2018**

**Title: Digital Sales Specialist**

**Location: Fayetteville, NC**

### Description:

The Digital Sales Specialist will directly work with outside prospects and clients to help meet digital advertising needs, in order to increase revenue. The Digital Sales Specialist will conduct customer needs analysis and present client facing solutions. Digital Sales Specialists must develop a deep knowledge of digital product offerings and how to leverage them to meet the client's strategic objectives. Digital assets include all Beasley Media – Fayetteville station products and platforms inclusive of display advertising, streaming media, and native advertising. The Digital Sales Specialist will also leverage 3<sup>rd</sup> party ad products including but not limited to audience extension and social media. The Digital Sales Specialist must be analytical, organized, solution minded, consultative and customer centric.

### Responsibilities:

- Develop digital client base through client recruitment
- Perform customer needs analysis (CNA) in the field to uncover client's goals and strategic objectives
- From CNA create custom strategies and tactics to achieve client's goals and format into custom client facing proposals
- Present proposal to client
- Close sales and execute digital solutions for clients
- Understand and communicate the "consumer path to purchase" theory and how specific digital products relate
- Recommend specific digital services to support the different areas in the "sales funnel"
- Evaluate Beasley Media's digital product offering against customer's needs, budget and competitors' offerings. Products include but not limited to Display, Streaming, Audience Extension, E-mail, native advertising and Social Media
- Communicate specific product specifications and processes to clients to ensure quality and timely execution of purchased products
- Works with clients and digital team to deliver a superior return on investment for our customers' advertising
- Once campaign is underway, work with clients and digital team to interpret results and optimize the campaign against key performance indicators
- Work with client's Google Analytics to help analyze campaign effectiveness
- Serve as project manager between client and team for ad creation
- At the end of the campaign, create custom performance reports that effectively analyze how the customer goals were met or exceeded with the goal of increasing retention and upsell
- Trouble shoot invoicing/reconciliation with 3<sup>rd</sup> Party reporting and Co-op

### Qualifications:

- Advanced digital industry knowledge about digital products including display advertising, streaming, native advertising, social media, SEM/SEO and audience extension products.
- Advanced digital industry knowledge about Website analytics including compiling usage reports and interpreting results.
- Must be highly proficient in Microsoft PowerPoint, Excel, and Outlook
- Stellar written and presentations skills
- Strong problem solving skills including identifying campaign pitfalls and providing custom solutions

- Analytical in nature with a firm grasp of numbers and attention to detail
- Strong time management and organization skills
- Ability to work independently with little supervision
- Can easily identify priority items and complete in a fast-paced deadline driven environment
- Must possess positive customer service attitude with both internal and external contacts; flexible, patient, courteous, professional and problem solver
- Quantifiable network of solid relationships with agency planners and clients
- Agency and/or Client planning/strategy experience desired
- Media sales (New media, TV, Print, Cable, Radio) experience a PLUS, but not mandatory
- Valid driver's license and vehicle insurance

**Last Date for Consideration:** Until filled

**Interested applicants should indicate where they found this posting when submitting a cover letter and resume to: [Brandon.plotnick@bbgi.com](mailto:Brandon.plotnick@bbgi.com)**  
**NO phone calls please**

**Beasley Media Group, LLC is an Equal Opportunity Employer**