

Position/Title:

Digital Sales Specialist 15434

Details:

11Alive WXIA, the TEGNA-owned NBC affiliates in the Atlanta, GA market, is the place to be if you are looking for an exciting, cutting-edge atmosphere where you can thrive and develop your professional skills. We are looking for a talented individual to join our team as a Digital Sales Specialist.

You will work strategically with our sales staff to generate creative solutions that deliver customized digital campaigns through our multi-media assets as well as monitor campaign performance against specific KPI's (Key Performance Indicators). The individual must possess knowledge of video and banner ad sales and design, OTT (over the top), mobile platforms, and social media. This position reports to the Digital Sales Manager.

Responsibilities:

- Digital order entry with high level of accuracy (Wide Orbit, Salesforce, GAM, etc.).
- Request, update and monitor digital creative scheduling.
- Execute creative development for all digital advertising.
- Manage the startup process for digital campaigns including participation on all campaign onboarding calls.
- Monitor digital campaigns pacing and effectiveness to ensure campaign delivery.
- Assist the sales team with developing creative multimedia recommendations through research to meet customers' expectations while utilizing our digital product suite.
- Find opportunities to optimize campaign performance.
- Report monthly metrics and campaign results to the account managers and assist account executives/account managers in interpreting the results to the client.
- Manage and communicate inventory sell through percentages and avails to staff for all digital services (Google Ad Manager - GAM).
- Communicate and create promo materials for sales staff on successful digital campaigns.
- Work as a liaison with 3rd party vendors (e.g., Premion).
- Reconcile / audit 3rd party billing.
- Attend client campaign recap meetings as the digital fulfillment expert.
- Attend sales calls, if needed, as the digital expert on our product offerings.
- Other duties as assigned by LSM and or DSM.

Vacancy Type:

Full Time

Date Posted:

12/22/2023

Closing Date:

6/17/2024

State:

Georgia

Experience:

Entry Level

Requirements:

- Ability to work effectively as part of a team and independently.
- Ability to handle multiple tasks and projects effectively under deadline pressure.
- Ability to effectively solve problems.
- Creative and able to adapt quickly to change.
- Position requires strong written and verbal communication skills, as well as strong organization and time management.
- Familiar with OTT advertising, social media, banner advertising, mobile and video marketing strategies
- Extensive knowledge of Microsoft Office
- Desire to learn and develop experience with account engagement in a professional, fast paced sales environment.

Work Environment: Office

Physical Demands: Sedentary work

Travel: Rarely: less than 10%

Work Environment Set: Office: normally performed in a typical interior/office environment

Physical Demands Set: Sedentary work: Involves sitting most of the time; walking, lifting, bending, standing, etc.

About TEGNA

TEGNA Inc. (NYSE: TGNA) is an innovative media company that serves the greater good of our communities. Across platforms, TEGNA tells empowering stories, conducts impactful investigations and delivers innovative marketing solutions. With 64 television stations in 51 U.S. markets, TEGNA is the largest owner of top 4 network affiliates in the top 25 markets among independent station groups, reaching approximately 39 percent of all television households nationwide. TEGNA also owns leading multicast networks True Crime Network and Quest. TEGNA Marketing Solutions (TMS) offers innovative solutions to help businesses reach consumers across television, digital and over-the-top (OTT) platforms, including Premion, TEGNA's OTT advertising service. For more information, visit www.TEGNA.com.

EEO statement:

TEGNA Inc. is a proud equal opportunity employer. We are a drug free, EEO employer committed to a diverse workforce. We encourage and consider all qualified candidates regardless of race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, gender identity, family responsibilities, disability, enrollment in college or vocational school, political affiliation, veteran status or genetic information. TEGNA complies with all applicable laws related to accommodations.

[Privacy Notice for California Candidates](#)

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