



CBS RADIO JOB OPPORTUNITY DIGITAL SALES MANAGER

AVAILABILITY: Immediate

REPORTS TO: Director of Digital Content

CBS RADIO LOS ANGELES IS LOOKING FOR A SELF-STARTER AND TEAM LEADER WITH EXPERIENCE IN THE MEDIA/INTERNET INDUSTRY WHO CAN CREATE REVENUE FROM OUR DIGITAL PROPERTIES!

JOB DESCRIPTION

- A self-starter and team leader with experience in the media/internet industry who can create revenue from our digital properties.
- Responsible for all digital sales relating to streaming and digital opportunities.
- Creates cross-media packages, establishes best practices, internal evangelization and coaching; training station salespeople and co-pitching target clients/agencies.
- Involvement in digital sales execution, including successful communication with all internal and external stakeholders in the process (sales reps, station web masters, third party ad networks).
- Manages all digital inventory and communicates what is sold and available to sales staff.
- Ability to work as a consultative salesperson for client to creatively solve client's digital marketing challenges.
- Prepare promotional plans, sales literature, and advertising proposals.

REQUIREMENTS

- A minimum 3-5 year in online media sales/marketing experience.
- Strong presentation skills, ability to parse technology into client-friendly language.
- Familiarity with prevailing Internet technologies such as html, streaming media, ad tagging, Flash, podcasting/blogging, RSS, etc. (no coding experience required)
- Excellent ability to express yourself & CBS Radio in email, in PowerPoint, in Excel and in person.
- Must be proficient in Microsoft Office (Word, Excel and PowerPoint) with ability to develop polished sales presentations
- Strong written and oral communication skills; excellent presentation skills
- Must work at the CBS RADIO offices – Miracle Mile district, Los Angeles, CA.
- Familiarity with stations at CBS RADIO Los Angeles cluster preferred.
- Direct and agency contacts in the interactive world.
- Organization and multitasking are a must.

NO PHONE CALLS • MUST APPLY AT: www.CBSRadio.com KEYWORD: 4396BR

"It is the continuing policy of CBS Radio to afford equal employment opportunity to qualified individuals regardless of their race, color, religion, sex, or sexual preference, national origin, age or physical or mental disability, veteran or disabled veteran status, and to conform to applicable laws and regulations. We solicit your assistance on these openings and future openings."