



DIGITAL SALES MANAGER (DSM)

The **Digital Sales Manager (DSM)** is the local market digital sales expert that has an accomplished record of delivering client solutions coupled with successful sales experience in a related digital or broadcast field. The role of the **Digital Sales Manager** is to maximize revenue opportunities by assisting in the sales of complementary digital products under the Cumulus C-Suite umbrella as well as the market's/stations' own assets (email, website, app, streaming, podcasts, video and social).

This individual will integrate digital products and services into our robust radio asset offerings and identify innovative ways to meet the marketing needs of new and existing clients. This is a leadership position and will be responsible for collaboratively working with the cluster's overall sales leadership coaching fellow sales team members on selling our C-Suite of digital products.

FOCUS:

- Resident expert in all digital products offered by Cumulus including C-MAIL, C-TARGET and C-SERVICES as well as display and mobile ad positions, pre-roll video, social media, podcasting and in-stream ads
- Act as primary liaison with all market selected third-party vendors (e.g. email and ad targeting vendors) for sending and fulfilling orders, RFP's
- Train and coach AE's on digital advertising tactics and products – as well as work with vendors to fulfill client needs
- Plan and conduct Weekly C-SUITE Sales Training Meeting with Sales Team to help increase Sales Representative's product knowledge, digital knowledge, confidence level and presenting skills.
- Collaborate with sales leadership to develop and execute digital packages and solutions
- Measure, grow and exceed digital sales and market share goals
- Assist in the preparation, creation and execution of compelling presentations to clients
- Accompany Sales Representatives on Sales Calls presenting C-SUITE Solutions
- Analyze and provide necessary sales reports, market analysis and identify growth opportunities for digital assets

CORE COMPETENCIES:

- Ability to develop, demonstrate and train people in digital products and sales strategies
- Demonstrate knowledge of selling digital products and applications, including; SEO/SEM, mobile, social media, reputation management, targeted ads (geo-fenced, behavioral) and how they work in tandem with radio assets
- Creative thinker and problem solver
- Highly organized with ability to support multiple ad buys at the same time
- Skilled in oral/written communications with the ability to articulate ideas and guidance concisely and professionally.
- Comfortable presenting to a diversified array of prospects/clients

Qualifications:

- Bachelor's Degree in Radio and Broadcasting, Communications, Journalism, English or closely related field and two (2) years of related digital advertising experience preferred.

Cumulus Benefits:

- Competitive Starting Pay with Unlimited Earning Potential
- Sales Training and Sales Systems designed for success
- Focused, Responsible, Collaborative and Empowered Work Environment and Culture
- Recognition and Reward for Outstanding Performance
- Medical, Dental & Vision Insurance Coverage
- Health Savings Account (HSA) with Company Match
- Paid Vacation & Holidays
- 401k with Company Match
- Professional Growth and Career Advancement Opportunities

More Information & Apply:

Select the City York and apply at <https://www.cumulus.com/work-here/>

About Cumulus:

A leader in the radio broadcasting industry, Cumulus Media combines high-quality local programming with iconic, nationally syndicated media, sports and entertainment brands to deliver premium content choices to the 245 million people reached each week through its 446 owned-and-operated stations broadcasting in 90 U.S. media markets (including eight of the top 10), more than 8,000 broadcast radio stations affiliated with its Westwood One network and numerous digital channels.

The Cumulus/Westwood One platform makes Cumulus Media one of the few media companies that can provide advertisers with national reach and local impact. Cumulus/Westwood One is the exclusive radio broadcast partner to some of the largest brands in sports, entertainment, news, and talk, including the NFL, NCAA, the Masters, Olympics, GRAMMY's, Academy of Country Music Awards, American Music Awards, Billboard Music Awards, Westwood One News and more. Additionally, it is the nation's leading provider of country music and lifestyle content through its NASH brand which serves country fans nationwide through radio programming, exclusive digital content, and live events. For more information visit www.cumulus.com.

Cumulus Media Inc. is proud to be an Equal Opportunity Employer (EOE)