

Tampa Bay Times



Florida's Best Newspaper

Job Description

Job Title: Digital Strategist

Department: Digital Sales

FLSA Status: Salaried/Exempt

Salary Grade: ~~LK00001~~

Reports To: Digital Sales Manager

GENERAL PURPOSE OF JOB:

- Responsible for developing and managing digital advertising opportunities with new and existing clients. This position will cultivate new business while retaining and growing existing business through a variety of solution oriented sales strategies. The position sells digital advertising solutions to small and medium size businesses and agencies. As a Digital Strategist, the candidate will work directly with a team of multimedia account executives and be responsible for all digital revenue for the designated team.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Cultivate new business while retaining and growing existing business through a variety of solution oriented sales strategies.
- Offer high-end digital recommendations including social media marketing, online promotions, mobile and desktop website solutions, SEO, SEM, online reputation and visibility management, online targeted display and video advertising.
- Work directly with a team of multimedia account executives and be responsible for all digital revenue for the designated team.
- Provide ongoing sales training and support to their specified advertising team.
- Monitor and report on your assigned teams digital sales activities which includes client calls, current forecasts and reports, campaign analytics, industry knowledge and trend information that supports digital development.
- Participate in strategic planning and implementation of company digital goals and objectives.
- Assist Digital Sales Manager in planning for long-term growth by analyzing current digital market trends and staying informed on the competition and new opportunities.
- Be a digital ambassador throughout the company and community.
- Work efficiently, proactively throughout all departments within Times Publishing Group sharing a common goal for overall company success.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES:

- None

EDUCATION and/or EXPERIENCE:

- Bachelor's degree or equivalent combination of education/experience and/or training.
- At least one (1) year of prior sales experience in radio/cable/Network TV sales is preferred but not required.
- At least one (1) year of prior experience providing a variety of digital multimedia solutions such as [website sales](#), desktop/mobile display, native content, extended network targeting, SEM/SEO, social media and email marketing.
- Must have the ability to identify the current needs of client base and communicate the benefits of our digital marketing solutions as they relate to each need.
- Possess the ability to research problems and provide client focused solutions.
- Demonstrate the ability to grow market share.
- Proficient in face-to-face sales calls including upselling, appointment setting and cold calling.
- Ability to effectively articulate our company and product value propositions.
- Must be a team player and have a passion for creating and executing client focused, results driven ideas with the ability to provide effective advertising solutions.

LANGUAGE SKILLS:

Ability to read and write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

MATHEMATICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions, and percentages.

REASONING ABILITY:

Ability to define problems, collect data, establish facts, and draw valid conclusions.

COMPUTER SKILLS:

Must have good computer skills and be proficient with MS Word, Excel, PowerPoint and Outlook.

CERTIFICATES, LICENSES, REGISTRATIONS:**DESIRED COMPETENCIES:**Adaptability

- Accepts criticism and feedback
- Adapts to changes in the work environment
- Changes approach or method to best fit the situation

- Manages competing demands

Communications

- Exhibits good listening and comprehension
- Expresses ideas and thoughts in written form
- Expresses ideas and thoughts verbally
- Keeps others adequately informed
- Selects and uses appropriate communication methods

Planning and Organization

- Integrates changes smoothly
- Plans for additional resources
- Prioritizes and plans work activities
- Sets goals and objectives
- Uses time efficiently
- Works in an organized manner

Problem Solving

- Develops alternative solutions
- Gathers and analyzes information skillfully
- Identifies problems in a timely manner
- Resolves problems in early stages
- Works well in group problem solving situations

Sales Skills

- Achieves sales goals
- Initiates new contacts
- Maintains customer satisfaction
- Maintains records and promptly submits information
- Overcomes objections with persuasion and persistence

Teamwork

- Balances team and individual responsibilities
- Contributes to building a positive team spirit
- Exhibits objectivity and openness to others' views
- Gives and welcomes feedback
- Puts success of team above own interests

PHYSICAL DEMANDS:

A. Physical Activities:

Amount of Time

Stand	1/3 to 2/3
Walk	1/3 to 2/3
Sit	1/3 to 2/3
Use hands or fingers, handle, or feel	Over 2/3
Reach with hands and arms	Over 2/3
Climb or balance	None
Stoop, kneel, crouch, or crawl	Under 1/3
Talk or hear	Over 2/3
Taste or smell	None

B. Lifting Requirements:

Amount of Time

Up to 10 pounds	Under 1/3
Up to 25 pounds	None
Up to 50 pounds	None
Up to 100 pounds	None
More than 100 pounds	None

C. Vision Requirements

Close vision (clear vision at 20 inches or less)	Yes
Distance vision (clear vision at 20 feet or more)	No
Color vision (ability to identify and distinguish colors)	No
Peripheral vision (ability to observe an area that can be seen up and down or to the left and right while eyes are fixed on a given point)	Yes
Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)	No
Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus)	Yes
No special vision requirements.	No

WORK ENVIRONMENT:

A. Work Conditions

Amount of Time

Wet or humid conditions (non-weather)	None
Work near moving mechanical parts	None
Work in high, precarious places	None
Fumes or airborne particles	None
Toxic or caustic chemicals	None
Outdoor weather conditions	None
Extreme cold (non-weather)	None

Extreme heat (non-weather)	None
Risk of electrical shock	None
Work with explosives	None
Risk of radiation	None
Vibration	None

B. Noise level

Very quiet (examples: forest trail, isolation booth for hearing test)	No
Quiet (examples: library, private office)	No
Moderate noise (examples: business office with computers and printers, light traffic)	Yes
Loud (examples: machinery from a manufacturing department, large earth-moving equipment)	No
Very loud (examples: jack hammer work, front row at rock concert)	No

IMPORTANT DISCLAIMER: *The above job description is not intended to be an “all-inclusive” list of the duties and responsibilities of the position described. Rather, it is intended to describe the general nature of the position and be a reasonable representation of its activities. The Company reserves the right to change this job description at any time. Any changes will supersede any and all prior job descriptions, practices, oral or written representations, or any terms and conditions of employment with the Company.*

JOB DESCRIPTION PREPARED BY:

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