



**Davis Broadcasting Inc.**  
**Job Opening for Digital Operations/Sales Manager**  
**(Full-Time Position)**

Posting Dates: September 1, 2022 – October 1, 2022

Davis Broadcasting Inc. is seeking a Digital Operations Manager to work directly with DBI Owned and operated radio stations (Atlanta and Columbus, GA) to maximize and increase digital revenue across multiple platforms. The responsibilities of this role will include, but not limited to, assisting sales staff in digital ad sales, and executing/implementing designated digital campaigns, and managing all digital executions.

**Key Responsibilities:**

- Resident expert in all digital products offered by DBI
- Train and coach AE's on digital advertising tactics and products – as well as work with vendors to fulfill client needs
- Collaborate with sales leadership to develop and execute digital campaigns and solutions
- Measure, grow and exceed digital sales and market share goals
- Assist in the preparation, creation and delivery of compelling presentations to clients
- 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 mobile, social media, 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 diverse clientele

**Qualifications:**

- A minimum of 5 years of digital sales experience
- Working knowledge of digital campaigns (creation and management)
- Strong Communication skills
- Bilingual (English/Spanish) not required but highly encouraged.

**What we offer:**

- Collaborative and creative work environment
- Recognition and reward for outstanding performance
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

Davis Broadcasting of Atlanta is an Equal Opportunity Employer.

**EOE**

