



Emerald Media Group

Job Description

Director of Sales and Digital Marketing

Emerald Media Group, based on the University of Oregon campus in the vibrant and scenic community of Eugene, is looking for an exceptional and innovative **Director of Sales and Digital Marketing**. Position will oversee a student sales staff, while driving print and digital sales strategy, providing coaching and sales training and maximizing revenue generation. This is an exciting opportunity to work with one of the top college media organizations in the country, while enjoying the positive energy that comes from mentoring and guiding a student sales force. We are looking for a creative and dynamic trailblazer who challenges the process and thinks outside the box to provide the best solutions for our customers.

POSITION RESPONSIBILITIES

- Responsible as a direct seller and sales manager to achieve monthly and annual revenue goals.
- Collaborate with leadership to cultivate a consultative approach to media sales.
- Train and develop account executives to build sales presentations and proposals for local and regional accounts to ensure that client's goals and objectives are being met.
- Motivate sales team through building inspirational training materials to increase product knowledge and sales adoption.
- Be the subject matter expert on building the best strategic approach to driving digital sales.
- Manage and implement best practices for tracking campaign success through measuring digital metrics and client return on investment and effectiveness of digital campaigns
- Analyze market trends and competitive initiatives to identify areas of opportunity within the organization.

- Develop internal and external customers relationships with account executives, our clients and other cross-functional teams by being a valuable resource.
- Represent Emerald Media Group in the business community by attending local events and building relationships with key decision makers.
- Other duties are assigned by the Publisher.

MINIMUM QUALIFICATIONS:

- Four years marketing or sales experience in media required with 2+ years digital product experience preferred.
- Demonstrated experience in development of marketing campaigns and business-to-business marketing.
- Strategic planning and analysis experience.
- Highly organized and able to multi-task in an extremely fast paced environment.
- Excellent written and verbal communication skills.
- Proficient use of Microsoft Office (Excel, Word, Outlook, PowerPoint).
- Valid drivers license.

PREFERRED QUALIFICATIONS

- Bachelors Degree in marketing, communications or similar field required.
- Google AdWords Certified a plus.

COMPENSATION

- Competitive salary and growth-based commissions, paid vacation and health insurance plan.

Send resume and cover letter to:

Bill Kunerth, Emerald Media Group
University of Oregon, 1395 University St. #302,
Eugene, OR. 97403

Deadline for applications: May 19, 2019