

Digital Sales Specialist - DIGIT002272

Posted: January 19, 2022

- Full-Time
- Anchorage, AK

Alpha Media is expanding our Digital Department again to keep up with the rapid growth we have experienced over the last couple of years. We are seeking a dynamic, results-oriented Digital Sales Specialist to support our sales staff and local clients in Anchorage, Alaska. The ideal candidate will have a proven track record of success in helping clients achieve their revenue goals through lead generation tactics and creative problem solving. This candidate must possess proven new business development skills and demonstrate extensive digital sales experience with core products and services such as OTT/CTV, targeted display, SEO/SEM, mobile, social, and web design among others.

Alpha Media is a diverse multimedia company that merges the attributes of broadcast media and digital media to serve our clients and communities. We hire and retain top talent who are unique, innovative and vibrant, and we provide them with a culture of support to help each person achieve their professional goals. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

Headquartered in Portland, Oregon, Alpha Media owns or operates over 200 live broadcast radio stations and digital properties covering all formats serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage. www.alphamediausa.com

Responsibilities for this position include:

- Generating new streams of digital revenue by engaging with our sales staff to target key accounts and verticals.
- Customizing digital solutions that meet the client's key marketing objectives.
- Coordinate and collaborate with our Digital Services team to create dynamic digital media strategies.
- Assist Account Executives in creating digital media plans and proposals for advertisers based on their unique targets and goals.
- Analyze and adjust campaign performance based on KPI analysis.
- Monitoring client campaigns to ensure maximum effectiveness.
- Embracing company initiatives and utilizing tools provided to succeed.
- Participating in weekly sales meetings and training sessions.
- Inputting client orders and creatively using company provided software.
- Ensuring attainment of monthly, quarterly and annual budget goals.

Requirements of this position include the following:

- A demonstrated experience in digital media.
- A minimum of three years' sales experience.
- A proven track record delivering strong and consistent sales growth while consistently exceeding revenue targets.
- Strong written and oral communication skills.
- Ability to thrive in a fast-paced, high-growth, rapidly changing culture and environment.
- Stress tolerance especially with tight deadlines and financial pressures.
- The role requires an enthusiastic and hardworking person who exudes passion for Alpha Media's unique platform and value proposition.

Benefits:

Alpha Media invests in people who invest in themselves and offers employees a competitive package of health and welfare benefits.

- Employer sponsored medical, dental & vision insurance with a variety of coverage options.
- Employee Assistance Program (EAP) for full time and part time employees as well as all household members at no cost.
- 401(k) with discretionary employer matching.
- Paid vacation, company holidays and a birthday day for you to use during your birthday month.
- Alpha Cares – paid volunteer hours.
- Pet adoption subsidy

Alpha values **Integrity**, a **Can Do Attitude**, **Passion**, **Competitiveness**, **Creativity** and embraces that work can be **FUN**. If these qualities are important to you and you feel you check off the qualities we are looking for, apply now and let's talk.

Alpha Media is an equal opportunity employer and participates in E-Verify. [Click Here](#) to learn more about E-Verify.