VIDEO & CONTENT SALES SPECIALIST

The Video Sales Specialist is responsible for delivering unique opportunities to monetize video content and web traffic on our radio station sites with a hyper focus on WHPT Bone TV content. This role must be both creative and possess strategic thinking. This individual will work closely with account executives and clients to customize opportunities, and with internal content and sales teams to create opportunities.

Objectives:

Education

Learn the brands/content

Lead Generation

Assist with prospects & custom opportunities utilizing content

Execution

Deliver go-to-market packages and strategies

Digital Strategy Alignment:

This position will help CMG Tampa convert Bone TV's online video views into revenue, and assist with monetizing video and site traffic across all six radio brands long term.

Milestones:

Increase WHPT O&O Revenue YOY

Drive $150k in Bone TV Revenue

Generate sponsorship packages for each segment/show

RESPONSIBILITIES

- Maintain detailed knowledge of all digital ad products and track their performance and effectiveness against various marketing goals.
- Working in tandem with the Digital Sales and Content team, encourage adoption of digital sponsorships through creating the necessary awareness and education of these offerings both internally to our Account Executives and externally to our advertisers and prospects.
- Manage creation, modification and updates of collateral materials
- Achieve revenue goals in conjunction with traditional Account Executives.
- Meet with advertising clients and AEs to assess client needs when requested / necessary.
- Lead brainstorming sessions for creative advertising solutions with Bone TV / Radio O&O Content
- Interpret custom performance reporting and analysis in coordination with account executives to support renewal process and upsell.
- Conduct basic industry research and analytics for radio digital assets
- Troubleshoot implementation hurdles (getting creative from the client, proactive under delivery management, etc.).
- Maintain detailed knowledge of advertising sell-through rates

SKILLS

- 1-2 years experience working in a digital advertising operations role OR videography
- Experience working directly with sales and marketers.
- Outstanding customer service skill with the keen ability to proactively anticipate and provide solutions to customer needs.
- Strong interpersonal skills with demonstrated experience in cross-functional collaboration.
- Excellent written and verbal communication skills; ability to relay technical concepts to non-technical audiences.
- Demonstrated ability to build strong working relationships and consistently set and exceed service goals.
- Excellent attention to detail and ability to organize and prioritize assignments.
- Proven ability to manage multiple projects in a fast-paced environment with the ability to learn and apply new concepts and tools quickly.
- BA/BS from a 4-year university or equivalent preferred.