

West Virginia Broadcasters Association

Digital Sales Strategist

Jobs in Broadcasting ,United States



Job Description

Join Our Team as a Digital Sales Specialist at WVRC Media!

About the Role

Are you passionate about digital marketing and helping businesses grow? WVRC Media is searching for a Corporate Digital Sales Specialist to lead the way in delivering innovative digital marketing solutions to our clients. In this role, you'll work closely with local businesses, helping them navigate the digital landscape with targeted advertising strategies that deliver real results.

At WVRC Media, we don't believe in one-size-fits-all campaigns—we believe in tailored digital marketing solutions that truly make an impact. As a Digital Sales Specialist, you'll be a strategic partner, working both independently and alongside our sales teams to create customized strategies that drive real business growth. From building strong client relationships to crafting innovative campaigns, your work will directly shape the success of local businesses. If you thrive in a collaborative environment, love problem-solving, and are always eager to stay ahead in the fast-moving world of digital media, this is the opportunity for you!

What You'll Do

- **Create meaningful connections** – Work directly with local businesses to understand their goals and recommend digital solutions tailored to their needs.
- **Develop winning strategies** – Design digital marketing campaigns that drive measurable results.
- **Be the digital expert** – Help our sales team stay ahead by sharing industry trends and best practices.
- **Work as a team** – Partner with our sales team to craft compelling proposals and close deals.
- **Showcase success** – Provide clients with performance reports, track results, and optimize campaigns for maximum impact.
- **Keep learning** – Stay up to date on the latest digital trends, from SEO/SEM to CTV/OTT and social media advertising.

What We're Looking For

- A strong communicator who can build relationships and present ideas with confidence.
- Someone with **3+ years of experience** in digital marketing or digital media sales (but if you're a fast learner with a passion for digital, let's talk!).
- Knowledge of digital ad products like Display, Preroll, CTV/OTT, social media, SEO, and SEM.
- A motivated self-starter who loves a challenge and thrives in a fast-paced environment.
- Strong organizational skills and attention to detail—because the little things matter.
- Experience with Meta Ads Manager, Google Analytics 4 (GA4), Google Tag Manager (GTM), and Google Ad Manager (GAM) is a plus!

Why WVRC Media?

At WVRC Media, we're more than just a media company—we're a team of creative, driven professionals who believe in the power of local businesses and the strength of our communities. We work hard, have fun, and celebrate each other's successes. If you're ready to grow your career with a company that values innovation, collaboration, and results, we want to hear from you!

Ready to make an impact? Apply today!

WVRC Media is an Equal Opportunity Employer and provides broad outreach regarding job vacancies. We seek the help of local organizations in referring qualified applicants to our company. Organizations that wish to receive our vacancy information should contact Kelly Ayersman at WVRC Media by calling 304-296-0029.

Company Details

Name	Kelly Ayersman
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More details

Business Name	WVRC Media
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	Apply Online