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Job Bank Form

Washington Post Digital

Job Title

Digital Sales Planner

Position Location

Arlington, Virginia

Position Type

Full-time

Position Reports to

Manager, Sales Planning

Position Description

- Provide support to sales team, including offices in Washington DC, Chicago, New York, Los Angeles, San Francisco, Detroit, and London by helping the teams prepare for sales calls, building client relations, keeping abreast of agency and client accounts, notifying team of product changes and implementing sales strategies.
- Develop a strong understanding of the brands at Washington Post Digital & The Slate Group and become an expert in the digital products offered.
- Help build and develop new online programs that meet a client's needs.
- Write strategic positioning for products and packages.
- Develop proposals and advertising campaign ideas that include online research to support proposal, product information, product pricing, screen shots or mock ups, and an overall story for the proposal.
- Fill out appropriate proposal spreadsheets, build presentation materials, communicate online ad specifications, and enter proposal data in relevant systems as required.
- Aid in campaign optimizations and understand online inventory.
- Engage customers in written form and over the phone.
- Facilitate cross-company communications among various offices.
- Attend industry-related events.
- This position requires some travel, most often, but not limited to, our regional offices in New York, Chicago, Detroit, Los Angeles, San Francisco, and London.

Qualifications

- B.A. in Communication/Marketing/Business.
- 3-5 years work experience, 2 – 3 years of in digital space preferred.
- Strong verbal, written, and presentation skills is mandatory.
- An interest in Internet and online advertising industries.
- Proficient in Excel, PowerPoint, and Photoshop.
- Knowledge of MediaVisor, Atlas, DART Sales Manager, Salesforce, and the ability to quickly learn new software.



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- Ability to prioritize, multi-task, and meet deadlines.
- A proactive, customer service, solution-oriented attitude.

Other

How to Apply

- [Apply via Washington Post Jobs here](#)