

Contract Position – Digital Ad Sales

The Digital Ad Salesperson is responsible for selling and trafficking all direct sold and house ads on the MontpelierBridge.com website. They will be responsible for delivering successful campaigns, troubleshooting, and reporting on all closed campaigns.

The Digital Ad Salesperson will sell ads in coordination with the Advertising Director and may work with contracted tech support for technical issues. They will work with the business team to set and achieve quarterly goals and ensure all outstanding invoices are collected. This person reports to the Executive Director.

The Bridge publishes on Wordpress and delivers ads via Google Ad Manager. We track via Google Analytics and use GSuite for our collaborative work. Familiarity with these softwares is a must.

Competencies:

- Self-direction: This person is responsible for building their own account portfolio and for fulfilling trafficking requests from the entire team
- Efficiency: This person will plan ahead to ensure timely and successful campaigns and reports, as well as use existing technology to improve and streamline our systems.
- Communication: This person shall communicate internally with team members and externally to client representatives. Clear, timely communications are expected to maintain transparency and accountability.

Job Score Card:

Direct Sales: 60%

The Digital Ad Salesperson will be responsible for pursuing sales and building an accounts portfolio. This person will work with the business team to set achievable sales goals.

Ad Trafficking: 30%

The Digital Ad Salesperson will be responsible for trafficking all ads sold by the team, offering support, and ensuring successful campaigns for all accounts.

Reporting and other admin: 10%

The Digital Ad Salesperson will run campaign reports for clients and for staff as agreed upon. They will ensure that all accounts are billed and paid. They may produce other reports as requested.

Success in this role:

A person will be successful in this job when they actively pursue sales, meet business goals, and work collaboratively with the team on establishing digital ad delivery as a viable revenue model for the Bridge.

