

Job Description: Business Development Specialist - Digital

Manning Media provides local businesses advanced techniques in online digital advertising, broadcast, and event marketing. We simplify the complexity of digital marketing advertising solutions for our clients. The Digital Marketing Specialist will be responsible for business development and generating digital strategies for local businesses to help them grow their business. They will prospect new business, present, and sell integrated marketing strategies, and manage the details of those campaigns once implemented. The ideal candidate has a sales or marketing background, loves to present, be a marketing expert, and possess general digital knowledge (although extensive digital training will be provided once hired). The most important aspects of this position are a relentless pursuit of business development plus an attention to detail and organization. We expect our digital specialist to be a market leader in digital knowledge and strategy and the “go-to” person for digital.

The Business Development Specialist - Digital will:

- Help develop new digital advertising by being in the market and doing client presentations as the digital expert.
- Follow our process for creating digital advertising proposals.
- Prepare and gather all materials needed for proposal meetings; attend meetings and present the proposal when needed.
- Schedule regular meetings with clients to review and discuss digital campaigns.
- Be flexible with the ability to work with a variety of personalities.
- Create digital research and reference material as needed.
- Maintain all prospective, pending and sold business data and provide reports as needed.
- Be responsible for making sure campaigns are executed correctly.

Experience and Skills:

The Business Development Specialist - Digital will have:

- Strong computer skills, including Microsoft Office Suite (PowerPoint is a MUST) Adobe Photoshop (desirable).
- The ability to work in a fast paced, team environment.
- Excellent time management and listening skills.
- Strong communication skills; the ability to effectively present in small or large group setting in a positive and energized manner.
- Ability to prioritize competing tasks and meet deadlines.
- High attention to detail – spelling, grammar, numbers, costs, deadlines, and excellent organizational skills.
- The ability to learn quickly – digital advertising is always changing.
- The desire to develop the skill necessary to become a digital advertising.
- The ability to share that knowledge with our sales team and clients.