

Requisition Posting Details

Requisition #: 25-1263 - Digital Sales Manager

Requisition Location: Albuquerque, New Mexico

About Us: Mountains, streams, deserts, ancient ruins, world-class art, varied culture and a crazy-good brew and food scene. That's the New Mexico life KOB 4 employees enjoy every day. The variety represented in our state drives a news organization that covers a wide range of stories from award-winning investigations and special projects to heart-touching profiles of people and real life issues you won't find anywhere else. Sound good? Come live in an amazing state and join the KOB 4 team as we proudly "Stand 4 New Mexico"!

Job Overview: We are seeking an experienced and driven Digital Sales Manager (DSM) to lead our digital advertising sales strategy, manage client relationships, and drive revenue growth across multiple platforms. The DSM will be responsible for developing and executing sales plans, training and supporting the sales team, and ensuring that our clients achieve measurable success with their digital campaigns.

Job Responsibilities:

- Develop, implement, and oversee the digital sales strategy to meet or exceed revenue targets.
- Partner with the sales team to create compelling client presentations and proposals that highlight digital solutions.
- Manage and grow relationships with local and regional businesses, agencies, and advertisers.
- Provide training, coaching, and mentorship to account executives to enhance their digital sales skills and product knowledge.
- Monitor campaign performance, optimize results, and ensure client satisfaction.
- Stay current with industry trends, new technologies, and competitor offerings to keep our solutions competitive and effective.
- Collaborate with internal teams (creative, marketing, operations) to ensure successful campaign delivery.
- Prepare regular revenue reports, forecasts, and performance metrics for leadership.

Qualification:

- Bachelor's degree in Marketing, Business, Communications, or related field (or equivalent experience).
- 3+ years of experience in digital advertising sales, account management, or business development.
- Strong knowledge of digital marketing products and platforms (display, OTT/CTV, social, SEM/SEO, email, programmatic, etc.).
- Proven track record of achieving and exceeding sales goals.
- Excellent leadership, coaching, and team-building skills.
- Strong presentation, negotiation, and communication abilities.
- Highly organized, self-motivated, and results-oriented.
- Reliable transportation, valid driver's license and clean driving history as determined by the Company.

Preferred Skills

- Experience in broadcast, media, or agency environments.
- Familiarity with CRM tools, analytics platforms, and ad-serving technologies.
- Google Ads and/or Facebook Blueprint certifications a plus.

Compensation and Benefits: When extending an offer, the company considers a variety of factors such as (but not limited to) the candidate's work experience, education/training & key skills as well as internal peer equity and other market and business considerations. For information regarding our benefits, please copy the link below and paste in your browser: <https://hubbardbroadcasting.com/our-company/working-here/>

Diversity Statement: Hubbard Broadcasting has been committed to representing the communities we serve since our founding over 100 years ago. The same holds true today. We know the best way to accomplish this is by recruiting and retaining top talent from diverse cultures, life experiences, and world views. With dignity and respect, we value YOU and everything that makes YOU uniquely YOU.

EEO Statement: We are an equal opportunity employer, including disability/vets.