

Advertising Sales Catalyst Job Description

Lijit Networks is looking for an enthusiastic and knowledgeable sales person with the confidence, passion and hunger necessary to help us build a leading online advertising sales team. The successful candidate will be able to not only to evangelize the Lijit Networks story and increase advertising sales across our network, but also help develop the company's position as the category leader delivering keyword-based search and display advertising solutions for online publishers. The position is one in which web technology meets performance advertising. This role calls for a skill set that goes beyond the traditional sales profile to create excitement across our Publisher base as well as with potential advertisers and Ad agencies.

RESPONSIBILITIES

Support all aspects of the sales process by providing the marketing strategy expertise, social marketing knowledge, and detailed understanding necessary to support the prospective clients' understanding of Lijit's unique value. Activities include leading client meetings building and sustaining relationships; assisting in negotiating deal terms and pricing, resolving concerns, closing the deal, and ensuring client satisfaction.

IDEAL CANDIDATE PROFILE

- 3 years of web marketing experience, ideally within an Ad agency or consulting environment, managing account strategy and developing advertising solutions to client specific needs
- An understanding of and enthusiasm for online social media/marketing/networking and the power it has to change the way business is done
- A proven ability to effectively generate and describe creative, results-focused marketing concepts to a diverse client base
- Experience in effectively managing a number of accounts
- Minimum undergraduate degree or significant sales leadership, Advertising, Marketing or related field experience
- Excellent communication, questioning, listening and presentation skills
- Ability to process information and incorporate feedback into an interactive business conversation
- Disciplined work style
- An individual of high integrity, energy and enthusiasm; self-directed and motivated
- An individual who is both creative and practical; one who consistently delivers superior results
- An initiator in both independent thinking and establishing relationships
- Entrepreneurial attitude – overcome any obstacle, creative, willing to be an evangelist for a new product / service