



DIGITAL MARKETING SPECIALIST – FT DIGITAL SALES POSITION

Unleash Your Potential.

Join our dynamic team! We are currently seeking a passionate Digital Marketing Specialist to play a pivotal role in driving sales for our digital products and services, spearheaded by our sister company, Ferocious Digital. The ideal candidate has strong communication, presentation, and time-management skills, is outgoing and gregarious, and can sell to anyone! In this role, you'll be dedicated to establishing and nurturing client relationships while representing both Connoisseur and Ferocious Digital in the competitive marketplace. To thrive in this position, you should be highly motivated, goal-driven, and adept at initiating conversations to propel sales across our Connecticut cluster, featuring 99.1 PLR (WPLR), STAR 99.9 (WEZN), 95.9 The Fox (WFOX), WEBE108, 94.3WYBC, WICC600, and our digital enterprise, Ferocious Digital. We offer a vibrant and relaxed working environment with a fantastic company culture!

Key Responsibilities:

- Excellent cold-calling to secure appointments to present digital advertising solutions and networking capabilities to secure appointments.
- Conducts/attends daily virtual or in-person meetings with prospects assessing client needs and presenting digital offerings.
- Proven ability to identify new digital opportunities primarily through the tri-state area and country - prospecting leads and present/close appropriate digital marketing solutions to potential clients.
- Participate in regular training on various digital platforms/products; ability to learn and understand new trends.
- Accountable for achieving and exceeding sales objectives selling our diversified digital solutions - websites, SEO, SEM, programmatic/branding and awareness, and social media marketing.
- Collaborate with internal digital marketing and content teams to maintain account list.

Desired Skills:

- Minimum of two years of digital sales experience.
- Experience in a client-facing/customer service role; excels in providing excellent customer service.
- Outgoing personality with the ability to cultivate and sustain positive relationships with clients and colleagues.

What we Offer.

We offer a competitive salary + commissions, laptop, and a full platform of benefits including paid time off, healthcare, retirement savings, and employee assistance plan. We have a great high-energy work environment and hybrid/remote is possible. We are very community minded and our employees love to get involved in our events!

Embark on a rewarding journey with us, where your talent meets limitless opportunities. Apply now and be part of our success story! Qualified candidates should send their resumes to Shannon.Begley@connoisseurct.com.

Connoisseur Media is an Equal Opportunity Employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard any other characteristic protected by law.