



WCCO-TV/CBS JOB OPENING

TITLE: Digital Operations Specialist **DEPARTMENT:** Sales

JOB DESCRIPTION:

The Digital Operations Specialist will report to the WCCO-TV Digital Sales Manager and will be responsible for managing and coordinating all aspects of WCCO's digital advertising campaigns.

- Coordinate administrative aspects of the digital advertising sales process:
 - Work with Account Executives on completing and submitting orders
 - Obtain creative for digital advertising internally or from client
 - Input advertising campaigns into billing and trafficking systems
 - Monitor, maintain, and optimize digital advertising campaigns
 - Compile and disseminate client activity reports as needed
 - Work closely with the CBS Local Digital Group in New York
- Assist in the management of the administrative functions of WCCO.COM
 - Maintain daily, weekly and monthly internet activity reports
 - Assist accounting department in digital billing management
 - Assist in the fulfillment of WCCO's contests and promotions.
- Assist in the WCCO digital sales process
 - Create unique sales promotions, including contests and special advertising programs, focusing on relevant local events & content sections within the site.
 - Educate sales staff about all online sales opportunities; Develop sales proposals and banner ad mock-ups for local sales staff as needed.
- Assist with administrative duties, which contribute to the servicing of TV station accounts.
- Work with Traffic department regarding sales orders and posting.

REQUIRED QUALIFICATIONS:

- BS / BA degree required
- Results Focused, Self Starter, Team Orientated
- Basic understanding of HTML & proficient with Microsoft Office

PREFERRED QUALIFICATIONS:

- Internet Advertising Savvy
- Proficiency with DoubleClick for Publishers, Photoshop, and/or Google Analytics a plus.

ONLY ONLINE APPLICATIONS WILL BE ACCEPTED

APPLY ONLINE AT WCCO.COM/WCCOJOBS

It is the policy of CBS to afford equal opportunity to all, to discriminate against none, to take affirmative action to promote equal employment and advancement opportunity regardless of race, color, national origin, religion, sex, age, sexual orientation, disability, veteran's status, marital status, height or weight.