



DIGITAL SALES MANAGER

KAKE, the ABC affiliate in Wichita, is seeking an experienced Digital Sales Manager to lead our digital revenue strategy and help local businesses grow through innovative marketing solutions. This role partners closely with our sales team to develop effective digital campaigns while driving revenue growth across KAKE's digital platforms.

DUTIES AND EXPECTATIONS:

- Work closely with Account Executives to build and maintain relationships with clients while driving revenue and achieving monthly/quarterly/annual goals
- Conduct customer needs analysis meetings and proposal meetings with clients and prospective clients
- Assist Account Executives in developing client relationships, identify digital opportunities, and achieve revenue goals
- Develop monthly/quarterly digital budgets for AEs with the GSM
- Generate and present digital campaign performance reports, providing ongoing consultation throughout the campaign
- Stay current on digital advertising products, capabilities, best practices, technical aspects, and metrics
- Prioritize digital ad campaigns on core products, including website, news app, and weather app
- Provide weekly updates and monthly revenue forecast to the General Sales Manager
- Ensure accurate entry and reconciliation of digital orders across Wide Orbit systems
- Coordinate sales and campaign metrics with approved digital vendors

QUALIFICATIONS:

- Bachelor's degree in marketing, advertising, or communications preferred
- Two or more years of digital advertising, media sales, or digital campaign management preferred
- Strong organizational, time management, communication, and presentation skills with exceptional attention to detail
- Microsoft Office competency is required, proficiency in PowerPoint, Excel, and Word
- Familiarity with general website/CMS backend, Photoshop, Google Analytics, and Google Ad Manager is a plus
- Valid driver's license with a driving record compliant with our Vehicle Driving Safety Policy

Interested candidates can apply to:

Lori Johnson, Business/HR Manager

KAKE

1500 N. West Street

Wichita, KS 67203

ljohnson@kake.com

Lockwood Broadcast Group and KAKE provide equal employment opportunities to all employees and applicants for employment. Pre-employment drug test is required along with a background screen as allowed by federal, state, and local laws and regulations.