

## JOB DESCRIPTION & AD: SALES MANAGER

**Job Title:** Sales Manager  
**Location:** Downtown, Los Angeles  
**Start Date:** Immediately  
**Apply:** Send whatever you think represents you the best - cover letters, resumes, stories, case studies, photos and/or work products – to [jobs@socialreality.com](mailto:jobs@socialreality.com)

### **Company Description**

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Social Reality is a fast growing advertising technology company. Social Reality's businesses, GroupAd and the Social Reality Ad Exchange - SRAX, connects advertisers with audiences across the whole spectrum of digital media. If you're interested in working at the intersection of media, web publishing, advertising and technology at a fast, fun and energetic company, then Social Reality is the right place for you.

We're renegades and rebels and we believe that success is nothing short of doing the impossible.

### **Candidate Description**

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If you're not awesome, we're not interested. This is what awesome means:

**1. You are:**

- Great at figuring things out. You don't need someone to show you how to do it because you'll find a better way of doing it yourself, in your sleep, while juggling all the way through a triathlon.
- The best at what you do. You've never met anyone better. And you'd bet your life on that.

**2. You have industry experience.**

- ✓ *You've preferably been a top seller or sales manager at:*
  - PromoJam
  - Offer Pop
  - WildFire Apps
  - North Social
  - The Audience
- ✓ *Or somewhere like:*
  - Buffer
  - Sprout Social
  - Hubspot
  - Tweet Reach
  - Cision
  - Group High
  - Everypost
  - Spredfast
  - Social Flow
  - Crowdbooster

**3. You excel at stuff outside of work. You might run marathons, volunteer like crazy, ride a motorcycle cross country, free dive, sky dive, write novels, beat video games in a single sitting, and generally be smart, motivated and driven.**

## Job Description

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We are looking for an outstanding social media and digital media sales manager for our GroupAd (<http://groupad.com/>) and SRAX DI (<http://sraxdi.com/>) products. This individual will be responsible for creating a strong team of three to five sales people and leading our social media sales efforts with small businesses, agencies, and brands. The position reports to the COO.

Key responsibilities will include:

### As a manager:

- Recruit, interview, hire and onboard sales people.
- Train team on Social Reality products and pitch to develop their sales skills and drive results.
- Coach team members towards constant improvement and growth.
- Create and measure individual and team sales goals and targets to ensure objectives are met.
- Consistently report results to upper management in a professional and actionable manner.
- Build forecasts and manage budget.
- Create market targets and develop lead lists – Salesforce.com expertise is a must.
- Work with product team to improve product offering.
- Work with campaign teams to activate clients and launch campaigns.

### As a sales person:

- Maintain a high volume of daily outreach through cold emails, cold calls, strategic relationship .development, consultative selling, and follow-up.
- Present and demonstrate product with enthusiasm.
- Maintain detailed account notes.
- Work with account management team to maintain client relationships and create upsell opportunities.
- Work with product and development team to innovate platform based on client needs.

### In the past, you've preferably been a top seller or sales manager at:

- PromoJam
- Offer Pop
- WildFire Apps
- North Social
- The Audience

### Or somewhere like:

- Buffer
- Sprout Social
- Hubspot
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- Group High
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- Spredfast
- Social Flow
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## Qualifications

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- ✓ Expert in digital advertising and social media marketing.
- ✓ Proven business-to-business transactional, enterprise, and business development sales management experience in the digital advertising or social media sectors is a must.
- ✓ Specific social marketing application or social media management product sales experience preferred.
- ✓ Highly detail-oriented.
- ✓ Highly skilled in utilizing email, CRM tools, marketing automation, office applications – general .technical confidence and competence.
- ✓ Self-starter and great at figuring things out.
- ✓ Stellar communication and presentation skills.
- ✓ Relentless and driven.