



Example of Account Executive, Media Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of account executive, media. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for account executive, media

- Assists in the implementation and execution of events such as press conferences, media briefings, analyst meetings, media tours third party advocacy
- Responsible for the solicitation and sale of advertisements on cable television networks to meet established sales goals
- Generate revenue by contracting sales for airtime and online through telemarketing, cold calling, prospecting and networking
- Assists in coordinating the production of commercials to air on available channels
- Monitor client payments on accounts
- Remain current on industry trends
- Meet and Exceed Monthly, Quarterly and Annual Sales Goals
- Create and Sell Multi Screen Needs Based Proposals
- Growing market share within a designated account list through the combination of acquiring new business and increasing current client spend while increasing client satisfaction
- Build strong relationships with industry and agency decision makers

Qualifications for account executive, media

- Digital and or media sales experience is preferred

- 4+ years of recent/relevant advertising sales experience in the New York market required
- Must have strong knowledge of MS Office products, such as MS Word, PowerPoint, and Windows
- Experienced with cold calling, networking and research
- Ability to write, present persuasively, and execute creative marketing strategies and compelling Power Point presentations