



Example of Account Executive, Media Job Description

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Our growing company is hiring for an account executive, media. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for account executive, media

- Ability to develop and manage critical path documents or work back schedules
- Demonstrate ability to execute and manage logistics around client events
- Capability to comprehend and utilize online media effectively as part of the media mix (including social media vehicles/tools)
- Knowledge of the process around distribution of press releases and multi-media content through a variety of channels/mechanisms
- Review and/or develop drafts of media monitoring reports and trackers
- All other duties as assigned by Local Sales Manager and Station Manager
- Develop and implement quarterly sales plans and activities
- Have a strong working knowledge of USA TODAY Sports products, assets and capabilities
- Establish and maintain successful, productive relationships with agency and client contacts
- Work closely with teammates in National Sales and Sports Marketing maximize revenue opportunities

Qualifications for account executive, media

- Passionate, enthusiastic, tenacious and have a determination to succeed
- Committed to managing a well-run business through consistent delivery of sales fundamentals
- You are a go-getter, happy to roll up your sleeves and chip in to get the job done

- You are analytical with a creative twist and love more than anything to put your hands up to contribute your ideas on a regular basis
- You possess excellent numeracy, written and oral communications skills