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# Example of Advertising Account Executive Job Description

Our growing company is looking to fill the role of advertising account executive. 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 advertising account executive

* Execute on all phases of the sales cycle such as lead generation, prospecting, research, customer needs assessment, proposal generation, campaign implementation, account management/optimization, and follow up
* Meet and exceed monthly and annual sales goals for all required sales categories, including linear, digital, news, etc per yearly comp plan
* Build relationships with clients and agencies continuously
* Perform post buy analysis when needed
* Sell high profile events, sporting events and packages
* Maintain Salesforce (ALM) daily and weekly, ensuring all records are accurate and up-to-date
* Manage sold inventory, makegoods and orders
* Identify opportunities to raise rates and maximize inventory
* Partner with research and marketing to prepare presentations for clientsParticipate in special projects and perform other duties as assigned
* Manage existing clients and develop new business in the Pittsburgh and surrounding area

## Qualifications for advertising account executive

* Knowledge of local Piscataway community/businesses is a plus
* Knowledge of local Hudson Valley community/businesses is a plus
* Knowledge of local Oakland community/businesses is a plus
* Knowledge of local Long Island community/businesses is a plus
* 4+ years of successful B2B advertising sales experience, experience with advertising agencies a plus
* Efficient time management skills — must be able to work independently and handle multiple ongoing tasks with rapidly changing priorities