Downloaded from <https://www.velvetjobs.com/job-descriptions/market-executive>

# Example of Market Executive Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of market executive. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for market executive

* Ensure a constant sales activity plan including sales calls, visits and re-solicitation to support Special corporate performance
* Management of existing corporate accounts ensuring that all contacts involved in the buying and reservation process are aware of our hotels
* Implementation of regular account reviews to benchmark production against expectations
* Liaising closely with the Director of Sales and Director of Revenue to ensure correct pricing of corporate accounts
* Yearly corporate pricing review and renegotiation of all contracted corporate accounts
* Participation in in-house cocktails and occasional lobby presence to update account intelligence and develop new contacts
* Review of competitor hotel production and development of strategies to increase corporate account production from competitor hotels using Hotelligence 360 tool
* Close the best opportunities for the hotels based on market conditions and hotel needs
* Direct acquisition and retention of subscriber accounts in a defined market area
* Ability to navigate the selling process from identifying prospects that meet the company’s targeted LTE data use cases, through design and implementation of a wireless LTE data solution

## Qualifications for market executive

* Prior experience and knowledge of online payment technology, card acquiring industry and relevant adjacencies is a significant plus
* Strong network of partnerships for referrals via associations, industry groups, system integrators and previous contacts a plus
* Advanced knowledge of investment management and asset allocation
* Advanced knowledge of commercial and consumer banking activities and use of complex credit facilities
* Advanced knowledge of accounting principles & practices, personal trust accounts, estate planning, taxation, and administrative procedures
* Excellent customer service skills including sales experience