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# Example of Media Account Executive Job Description

Our innovative and growing company is looking to fill the role of media account executive. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for media account executive

* Develop and manage national and regional Pharmaceutical & non-Pharma account list across multiple platforms by creating, selling and delivering cross-platform programs for clients
* Build awareness of Targeted Media Health’s solutions among the greater Chicago market and their agencies, clients, and marketing communities
* Manage all administrative aspects of digital campaign management and delivery for each client
* Raising the bar on several training development projects, including email writing workshops, cold call development, sales pitch fundamental trainings
* Develop a solid PPC knowledge, by attending training, obtaining relevant qualification and keeping up to date with industry news and developments
* Develop a full working knowledge of all reporting and tracking tools Excel and PowerPoint
* Write first drafts of press materials (pitch letters, media advisories, news releases )
* Demonstrate ability to report media and critically think about how news may influence client programming, perceptions, positioning
* Key input into agency go-to-market strategy to ensure business goals & client objectives are achieved
* Ensure all business processes, policies and work practices are followed

## Qualifications for media account executive

* Prior experience in sales/marketing
* Prior demonstration of prospecting experience through cold calling, networking, and meeting functions
* A charismatic and pragmatic seller, willing to earn the respect of and build relationships within the challenging and high turnover agency environment
* Must understand the needs of our agency holding company category, their operating agencies and brands
* Strong knowledge of activity tracking, pipeline management, and forecasting
* Ability to work in a flexible start-up culture with proven success in fast-paced environments