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# Example of Media Account Executive Job Description

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

## Responsibilities for media account executive

* Develop strong media relationships
* Generating new leads by making cold calls and maintaining an awareness of new businesses opening in the area
* Be a driving force in the success of the company’s goals by achieving your individual monthly sales quota
* Be the face of the San Antonio express-News and ensure a superior customer experience
* Keep track of news and trends reported in news that are relevant to account industries and competitors
* Hold a keen understanding of the Canadian media landscape, how it’s constantly evolving and strategies to develop strong relationships with media contacts
* Effectively pitch stories via email and verbally to reporters at local market print and broadcast outlets, national radio, industry trades, online and consumer long-lead outlets
* Demonstrate ability to proactively understand and anticipate the needs of journalists/media contacts
* Ability to exercise strategic thinking around media relations and media opportunities through showcasing resourcefulness/alternatives when faced with challenges around media interest/pick up
* Contribute to media program tactics, identify media opportunities, coordinate media interviews, sending timely pitch updates

## Qualifications for media account executive

* Understanding of Web Analytics platforms (Google Analytics, Adobe Analytics) and associated campaign tracking
* Demonstrated ability to multitask, able to handle continual change, flexible and works well under deadlines
* A strong leader capable of motivating and orchestrating a large virtual team
* Skilled in the creation and execution of clear strategies through excellent organisation and planning skills
* A source of new ideas with the ability to challenge the norm both internally and with customers
* Experienced in selling to business decision makers to IT with the ability to clearly articulate business value