



Example of Advertising Account Executive Job Description

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Our growing company is looking for an 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

- Manage high sales call volume and cold call prospective clients to set appointments
- Meet department goals and objectives pertaining to performance standards
- Conduct needs assessments interviews with clients to develop customer driven audience solutions
- Develop layouts, write ad copy and enter ads into the billing system
- Generate/research data lists and sources to prospect for potential customers
- Maintain knowledge of product offerings to be able to effectively respond and recommend appropriate customer solutions
- Plan, develop, and implement strategic account plans for assigned automotive franchise and independent dealers which includes both creative short and long term sales strategies to increase revenue and market share
- Prospect potential new and existing clients in a defined geographical territory and offer creative ideas to maximize profits by monitoring and evaluating changes in market or customer situations and identifying emerging trends
- Develop & present integrated LATMG advertising and/or cars.com solutions to match client needs & to provide maximum return-on-investment for our clients
- Provide support, assistance, and collaboration where necessary to other members of the sales and advertising organization to ensure company goals, initiatives & objectives are achieved

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- Proficient use of Microsoft Office (Excel, Word, Outlook, PowerPoint) and other software programs such as customer relations software
 - Attend all pertinent training sessions as needed to maintain a very high level of product knowledge and of emerging automotive digital industry trends
 - Responsible for attaining and exceeding aggressive revenue and account retention goals
 - Maintain current advertiser and prospect information in CRM
 - Requires a Bachelor's Degree in Business or Liberal Arts or equivalent related experience in Marketing and/or Sales
 - Requires a minimum of 1-3 years' experience in Sales or related field in online advertising