Example of Digital Account Executive Job Description

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Our growing company is looking to fill the role of digital account executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for digital account executive

- Obtain business intelligence (share of ad dollars, YoY pacing, inactive accounts,) and gain greater share of ad dollars for entire assigned agency group territory on a quarterly basis from key stakeholders
- Forecast business figures internally (by pillar – publishing, TV, radio, data audience, ad network,), and take ownership with the manager of your assigned agency group
- Field proactive News NBCU-Vox Partnership requests
- Partner with internal teams (Digital and TV sales leads, Network Partnerships, Programming, Legal, Research,) and Vox (Sales, Brand Strategy, Creative, Research)
- Builds and develops media relationships with key business reporters and cultivate new contacts within business and trade media
- Partner with Client Solutions/Market Development, Key Account Digital Specialist and Account Manager(s) on day-to-day activities within account base
- Review and approve copy, layouts and proofs for assigned projects prior to presentation
- Assist in production process
- Keep supervisor(s) and stakeholders informed of important issues and problems
- To provide support to the digital account planner and digital account manager across Marie Curie, The Economist and GoPro getting involved with some of our smaller clients

- Must be willing to work in New York and potentially travel
- Must be willing to drug submit and to a background investigation
- Accountable for individual digital revenue performance
- Minimum 1-2 years of professional experience in digital advertising
- Strong knowledge of search, display, video, mobile, ad-serving platforms and Google analytics
- Proven ability to distill raw data into meaningful reports, insights and areas of opportunity