

West Virginia Broadcasters Association

Account Executive, Sales

Jobs in Broadcasting ,United States



Job Description

Nexstar Media Group is America's largest local television and media company with 197 full power stations (including partner stations) in 115 markets addressing nearly 63% of US television households and a growing digital media operation. Nexstar's platform delivers exceptional local content and network programming to inform and entertain viewers, while providing premium, scalable local advertising opportunities for advertisers and brands across all screens and devices.

Learn more at www.Nexstar.tv.

EEO Statement: Equal Opportunity Employer Minorities/Women/Veterans/Disabled

The **WVNS Sales Account Executive** works within established Sales Department guidelines to increase sales volume with assigned accounts, aggressively seeks new clients for both TV and eMedia business, executes plans and strategies set forth by sales management. The ideal candidate for this position will have previous media sales experience.

- Implements strategies to consistently grow revenue and exceed revenue goals.
- Establishes credible relationships with local business community.
- Makes sales calls on existing and prospective clients.

- Maintains assigned accounts and develops new accounts.
- Prepares and delivers sales presentations to clients.
- Explains to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Provides clients with information regarding rates for advertising placement in all media.
- Develops advertising schedules with clients and station personnel responsible for placing advertising into station media.
- Works with clients and station personnel to develop advertisements.
- Performs other duties as assigned.

Requirements & Skills:

- Bachelor's degree in Marketing, Advertising or Mass Communications, or a related field, or an equivalent combination of education and work-related experience.
- Minimum one year's experience in sales, preferably in the media field.
- Valid driver's license with an acceptable driving record.
- Experience achieving long-range objectives and implementing the strategies and actions to achieve them.
- Proficiency with computers, telephones, copiers, scanners, fax machines and other office equipment.

Company Details

Name	Cyndi Patrick
Phone	3049296409
Email	cpatrick@wvnstv.com
Address	P.O Box 509 141 Old Cline Rd Ghent, WV ,United States - 25843

More details

Business Name	WVNS TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Link To Apply	Apply Online