

West Virginia Broadcasters Association

Account Executive

Jobs in Broadcasting ,United States



Job Description

Job Summary:

Do you have a strong competitive drive and determination to win? Are you a natural relationship builder and collaborator, viewed by others as a resource and leader, such as...

- Self-motivated, high energy salesperson
- Excellent organizational, verbal and writing skills
- Capable of handling multiple tasks

General Responsibilities and Experience Include:

- Developing new accounts for WTAP
- Expand established customer base by generating new business, selling digital advertising and growing existing advertising revenue from current clients
- Keep up to date on all station product lines and programming features including the product lines and programming features of competing TV stations and other media platforms
- Negotiates advertising rates and schedules along with preparing creative written and oral proposals to clients
- Provides account updates, communicates monthly projections and forecasts future advertising business.
- Monitors accounts receivable of their client base

Requirements:

- Proficient in Microsoft Office Word, Excel and Power Point
- Proficient with mobile digital technology
- College degree in communications, public relations, advertising or business preferred
- Media/Digital sales experience
- Broadcast & digital sales preferred

Company Details

Name	Sarah Misel
Phone	3049170106
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Address	One Television Plaza,United States - 26101

More details

Business Name	Gray Television dba WTAP TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Link To Apply	Apply Online