

West Virginia Broadcasters Association

Account Executive III, Sales

Jobs in Broadcasting ,United States



Job Description

The Sales Account Executive generates advertising revenue by calling on established agencies, cold-calling new prospects and convincing potential clients of the merits of television advertising.

- 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.

#LI-Onsite

About Us



Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across its television and digital platforms, including more than 310,000 hours of programming produced annually by its business units. Nexstar owns America's largest local television broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 220 million people. Nexstar's national television properties include The CW, America's fifth major broadcast network, NewsNation, our national news network providing "News for All America," popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company's portfolio of digital assets, including its local TV station websites, The Hill and NewsNationNow.com, are collectively a Top 10 U.S. digital news and information property. For more information, please visit nexstar.tv.

EEO Statement: All qualified applicants will receive consideration for employment without regard to disability, protected veteran status, or any other characteristic protected by local, state, or federal laws, rules, or regulations.

Company Details

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More details

Business Name	WVNS - TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	Apply Online