

West Virginia Broadcasters Association

Account Executive

Jobs in Broadcasting ,United States

Job Description

The WTRF 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.

If you like wild growth and working with happy, enthusiastic over-achievers, you'll enjoy your career with us!Apply

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.

Company Details

Name	Melanie Thoburn
Phone	304.230.6216
Email	MTHOBURN@WTRF.COM
Address	96 16th Street,United States - 26003

More details

Business Name	WTRF
Education	Undergraduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	Apply Online