

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](tel:3049170106)

Email

sarah.misel@wtap.com

Address

One Television Plaza,United States - 26101

[More details](#)

Business Name

Gray Television dba WTAP TV

Education

High School

Job Type

Full Time

Job Status

Interviewing

Job Shift

As Scheduled

Link To Apply

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