

# West Virginia Broadcasters Association

## Account Executive, Sales

Jobs in Broadcasting ,United States



### Job Description

WBOY is looking for a Sales Account Executive to join the team at north central West Virginia's top-rated TV station. We focus on producing large market quality, while working in the family atmosphere of a small market. We work in a friendly community with a great pace of life and easy access to lots of outdoor beauty and recreation, all within quick reach of many large, metropolitan areas.

We have a robust track record of preparing employees for promotions within our organization and in our industry as a whole. We offer excellent benefits including paid vacations, holidays and personal days, 80 hours sick leave with pay per year, health insurance plans, Health Savings and Flexible Spending Accounts, 401K Retirement Plan, Paid Parental Leave, Dental, Vision, Teledoc, Behavioral Health services, prescription drug coverage, life insurance plans, paid short term disability, and many more benefit options. Compensation package will be based on experience.

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.

Additionally, the Sales Account Executive:

- 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, 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.



**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](http://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

Nexstar Broadcasting, Inc., dba WBOY-TV

Education

Undergraduate

Job Type

Full Time

Job Status

Interviewing

Link To Apply

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