

LOGO

SAMPLE Account Executive Job Description

(COMPANY WEBSITE)

Reports to: Sales Manager

Overview: Create, present and sell marketing solutions to prospects and existing clients utilizing on air, on line and on site opportunities to help them grow their business.

The Company:

(Company name or call letters) is owned by _____, who operates 25 radio stations and websites in 5 markets, primarily in the central region and has been in business since 1978. The corporate team is highly involved in national media organizations to stay on top of recent trends. They are highly respected and have received numerous awards from their peers. Their mission is to treat people well, help them grow, create an engaging and fun workplace where needed tools are invested in to help all employees reach their full success. While offering hands-on support, they encourage creative and innovative thinking of new ways to bring in business. They are extremely involved in all of their markets with the local community and give back in various ways including adoption of one charity per year per market where all employees are able to be involved. They have promoted 18 people from within to higher positions over the past 20 years. Turnover is rare as most employees are happy, like going to work each day and are earning an above average compensation.

Expectations/Duties:

- Attend all required weekly meetings – sales meeting, one-on-one meetings with supervisor and company revenue meeting
- Work minimum of M-F 8-5, plus occasionally attend evening and weekend events
- Meet the weekly required minimum of 25 face-to-face calls with clients & prospects, 5 new business or cold calls and development of 3 spec spots
- Maintain work level to achieve 100%+ of monthly goals
- Actively prospect and cold call while servicing and building relationships with existing clients
- Meet daily reporting requirements utilizing the Account Manager online & mobile system
- Input orders and production requests in a timely manner
- Collect funds from clients to cover ad costs, etc.
- Conduct CNA meetings with clients and prospects to create solutions, events and/or copy
- Research industries and companies for better knowledge when dealing with clients
- Self-driven with need to learn and ability to continue to grow knowledge
- Strong client interaction and client maintenance
- Openness to be involved with community outreach

Candidate Requirements:

- Prior sales experience, preferable outside sales; marketing a plus
- Proven experience at meeting goals and developing new business
- Excellent communications skills – verbally and written with ability to present to potential clients in addition to exceptional phone skills
- Experience in successfully multi-tasking while meeting deadlines
- Adaptability in working with a variety of levels of clients – from C suite & owners to lower level employees, all treated with respect
- Ability to utilize strong listening skills to create solutions to help clients
- Proficient with MS Office and Internet; prior use with an online account management system a plus

- Ability to get to decision makers
- Proven networking skills
- Proven self starter with ability to work both independently and in a team environment
- Professional appearance and able to meet company dress code per handbook
- Understanding of needed business skills to best represent company
- Able to provide transportation to meet weekly required meetings
- Successful background in negotiation and closing business
- Confident with high energy with excellent time management skills

Compensation/Benefits:

COMPANY offers competitive plans with incentives;

Excellent benefits including an ESOP, 401K with matching, medical packages including dental and prescriptions;

Vacation accrual from day 1, can earn 3 weeks after 5 years, 4 weeks after 10 years;

10 paid holidays

On going training both in group meetings and individual one-on-one support

Companywide recognition awards

Growth potential

Ability to have company paid time off to do approved volunteer work

Contact:

List hiring manager's name, phone and email

All inquiries will be confidential. COMPANY is an Equal Opportunity Employer.