



## SALES ACCOUNT EXECUTIVE

**GENERAL SUMMARY:** Responsible for working with the sales team in developing and servicing new and current local and/or national business accounts in order to meet station sales goals.

**PRINCIPAL DUTIES & RESPONSIBILITIES:**

1. Create and execute plans for new business development.
2. Manage accounts by direct and frequent contact.
3. Make presentations to local retailers and national advertising agencies/advertisers.
4. Develop and execute promotional programs to increase sales.
5. Solicit spot advertising from local retail/national advertisers and agencies.
6. File reports and perform miscellaneous sales-related duties as needed.

**REQUIRED KNOWLEDGE, SKILLS & ABILITIES:**

1. Broad-based knowledge of media sales, as well as television operations, is required.
2. Proven track record of success in acquiring new business and selling in difficult situations (concept sell).
3. Excellent communication and presentation skills.
4. Ability to use research information to develop sales presentations.
5. Ability to adhere to budgets and meet station sales goals.
6. Proficiency with Microsoft computer programs.
7. Ability to present a professional image, close a sale, and work as a sales team member.

**EDUCATION & EXPERIENCE:**

1. Minimum of three years of sales/marketing experience with a major market television (or radio) station and/or television (or radio) rep firm and / or newspaper sales.
2. Experience in selling to major local advertisers and leading companies.
3. Experience with Los Angeles ethnic market preferred.
4. Wide Orbit computer experience a plus.

If you are interested in this employment opportunity and meet the qualifications...

Email resume to: [rlupian@goodwillsocial.org](mailto:rlupian@goodwillsocial.org)

Indicate LA18TV Sales Account Executive on the email subject line.

Only individuals that meet the qualifications will be notified.

Please, no phone calls regarding this position

Goodwill Staffing & Recruiting Services

342 SAN FERNANDO ROAD, LOS ANGELES, CA 90031

TEL. (323) 539-2000 - Mon, Wed & Fri 8am-5pm/Tue & Thu 8am-7pm /1<sup>st</sup> & 3<sup>rd</sup> Sat 9am-1pm

Auxiliary aids and services are available upon request to individuals with disabilities. For more information, call (323) 539-2000.

Goodwill Southern California provides, upon request, reasonable accommodation to ensure equal access to its programs, services and activities. The TTY/TTD phone number is (323) 539-2057 Please contact our staff 72 hours in advance. – Equal Opportunity

Employer/Program

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