

**ALASKA PUBLIC MEDIA**  
3877 University Drive  
Anchorage, Alaska 99508  
**M** 907.550.8400  
**F** 907.550.8401



Job Title: **Account Executive**  
Department: **Development**  
Reports To: **Director Corporate Support**  
FLSA Status: **Exempt**

### **Job Summary**

The Account Executive is responsible for assisting in achieving sales goals through his or her own direct sales and through participation in the implementation of sales systems and overall market strategy. This position is an outside sales role that focuses on executing a consultative sales approach for selling sponsorship of broadcast messages, digital ads, events and podcasts in support of Alaska Public Media.

### **Essential Duties and Responsibilities**

#### **Sales:**

- Prospecting – Research, locate and contact potential clients that are a good match with the Public Radio/TV audience to offer sponsorship opportunities.
- Needs analysis – Meet with clients to discuss their marketing and business needs; gain insight into client’s competitive market position, current marketing tactics, target customer profiles, media perceptions and budget allocations, creative approach preferences and the nuts and bolts of their business operations.
- Present/Propose – Strategize about the best way to position the client then prepare and deliver sales presentations to new and existing clients to recommend and sell new advertising programs, and to maintain and increase existing sales orders.
- Close/Extend relationships – Solidify the business relationship and maintain accounts through excellent customer service and high level of client satisfaction.
- Copywriting – Use creative and communication skills to write copy that meets FCC Guidelines and station approval.
- Goal attainment - Meet or exceed your individual sales goal on a monthly basis, by selling station properties, including digital ads
- Sell in a way that is consistent with the Alaska Public Media's standards of excellence, mission and values for representing public media.

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### Station Relationship:

- Build and maintain a positive working relationship within the station.
- Meet all FCC guidelines.
- Represent the station in a manner that meets with the station's market image.
- Follow station guidelines regarding:
  - Copy approval
  - Copy and traffic deadlines
  - Assist with Account receivables and collections
- Participate in station activities such as meetings, events when required. These may require work to be done after hours or on weekends.

### Administrative:

- Prepare sales proposals, contracts and sales orders for presentation and entry into Protrack and Wide Orbit Traffic.
- Develop and process all correspondence and paperwork related to accounts.
- Monitor market conditions, current industry information, prices and sales.
- Assist with collections activities as needed.

### Competencies

- **Customer Service:** Anticipating, meeting and / or exceeding customer needs, wants and expectations
- **Self-management:** Demonstrating self-control and an ability to manage time and priorities
- **Written / Verbal Communication:** Writing clearly, succinctly and understandably. Talking to others to convey information and ideas effectively
- **Presenting:** Communicating effectively to groups at all levels of the organization
- **Interpersonal Skills:** Effectively communicating, building rapport and relating well to all kinds of people
- **Active Listening:** Giving full attention to what other people are saying, taking time to understand the points being made, asking appropriate questions
- **Persuasion:** Convincing others to change the way they think, believe or behave
- **Goal Orientation:** Energetically focusing efforts on meeting a goal, mission or objective
- **Critical Thinking:** Using logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems

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## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and / or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### Skills and Abilities:

- Knowledge of the local market including decision makers, local events and key accounts. Knowledge of sales and marketing principles and methods for showing, promoting and selling. This includes marketing strategy and tactics and sales techniques. Demonstrate a proven record of performance.
- **Mathematical Skills:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages. Ability to apply concepts of basic algebra.
- **Language Skills:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- **Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- **Computer Skills:** To perform this job successfully, an individual should be proficient with a variety to work with a variety of Windows based software programs. Knowledge of Nielsen Audio; EVIP and Wide Orbit software is desirable.
- **Education and / or Experience:** Bachelor's degree from four-year college or university, and three years B2B sales experience and / or training; or equivalent combination of education and experience
- **Certificates, Licenses, Registrations:** Current driver's license

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk or hear. The employee is occasionally required to use hands to handle or feel; reach with hands and arms; and stoop, kneel, crouch. The employee must occasionally lift and / or move up to 25 pounds. Specific vision abilities required by this job include close vision and distance vision.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to fumes or airborne particles. The noise level in the work environment is usually moderate.

The environment includes significant contact with others, pressure to meet deadlines and deal with time constraints, frequent travel by automobile and occasional air travel, regular use of telephone and computer.

**Note:** This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee nor does this job description restrict management's right to assign or reassign duties and responsibilities to this job at any time.

How to Apply: On our website <https://www.alaskapublic.org/about/careers/> or submit your resume and cover letter via email to [hr@alaskapublic.org](mailto:hr@alaskapublic.org)

Alaska Public Media is an equal opportunity employer.

I, \_\_\_\_\_ have received a copy of this job description on \_\_\_\_\_  
(Print Name) (Date)

Employee's  
signature \_\_\_\_\_