

## Multimedia Account Executive | Job Description

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Job Title: Multimedia Account Executive  
Department: Advertising  
Reports to: Director of Advertising & Marketing  
FLSA Status: Exempt / Salary  
Effective: March 1, 2023

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### **Summary**

The primary role of the Multimedia Account Executive (MMAE) includes working with local businesses to understand their marketing needs and offering custom and integrated multimedia solutions based on meeting those identified needs.

The successful MMAE develops trust and provides expertise and guidance to help local businesses grow. Utilizing solutions-based selling techniques, the MMAE develops, presents, and sells custom audience-based, multimedia sales campaigns to meet the diversified needs of our customers toward maximizing customer ROI.

In this role, you will be responsible for successfully developing new accounts and retaining and enhancing the buys of existing clients in alignment with their needs. You will be responsible for increasing print, digital and event revenues and consistently achieving sales goals.

### **Key Responsibilities**

- Develop new business by understanding customer needs and selling products and services that provide value to the customer.
- Drive customer retention through responsiveness, delivering value, and excellent customer service.
- Develop and demonstrate expert knowledge and understanding of all Keene Sentinel sales and marketing assets, including all newspaper products, digital products, digital marketing services and events.
- Consistently meet/exceed all print, digital and event revenue targets.
- Represent and embrace new products and services that the company may introduce as we look to diversify revenue streams that capitalize on our changing customer needs.
- Follow Keene Sentinel prescribed best practices on sales pipeline management and gap analysis and complete all required sales process activities.
- Regularly engage in person with customers.

- Effectively communicate with management to provide accurate sales forecasts and market intelligence.
- Maintain the highest levels of personal and professional behavior in the workplace and in the market.

### **Position Requirements**

#### **Knowledge, Skills, Abilities:**

- Highly motivated, energized, self-starting individual with initiative and drive to succeed.
- Knowledge of digital marketing products and services.
- Ability to work independently.
- Ability to prospect new business via cold calling and other prospecting techniques including social media where applicable.
- Ability to consistently close new business and exceed sales targets.
- Successful track record of overcoming objections and achieving results.
- Strong verbal and written communication skills with the ability to build and deliver effective presentations.
- Strong networking and community involvement skills.
- Eagerness to continuously learn, continually seeking to improve skills.
- Strong time management and follow-up skills.
- Organized with attention to detail.
- Computer and software experience with MS Office programs including Excel, PowerPoint, and Word.
- Must possess a valid state driver's license and reliable transportation.

#### **Education & Experience:**

- Bachelor's Degree in Sales, Marketing or Business preferred or equivalent work experience in media-related business.
- Minimum of one year of sales experience, preferably in outside sales.
- Prior experience in digital marketing sales highly desirable.

#### **Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required.

#### **Compensation Outline:**

- Base salary
- Monthly commission based on goal achievement.
- Additional periodic sales incentive programs

*The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. This is not an exhaustive list of all duties and responsibilities. The Keene Publishing Corporation management reserves the right to amend and/or change compensation plans and assigned responsibilities to meet business and organizational needs as necessary.*