

Multi-Media Account Executive

Falmouth Publishing Company is seeking a driven Multi-Media Account Executive skilled at growing existing businesses and developing new relationships.

If you want to help your community and your local businesses. Come work with us!

The Sales Account Executive manages advertising accounts by being an in-office and outside point of contact regarding print and online marketing.

Duties/Responsibilities:

- Managing existing running accounts.
- Prospecting assigned territories.
- Demonstrating a complete understanding of product audiences, rates, and packages in order to explain them in a way to match recommendations to customer needs.
- Assisting customers in developing effective ad copy and design layouts.
- Ordering ad insertions while adhering to production requirements; monitoring orders and billing to ensure ads publish as scheduled.
- Assessing customer needs analysis and facing presentation.
- Delivering reporting and campaign optimization to clients.
- Ensuring good customer relations by handling all customer requests, questions, and complaints, and facilitating their resolution through personal action and intervention and working with others.

Required Skills/Abilities:

- Excellent verbal and written communication skills.
- Ability to work well with others in a deadline-driven, competitive environment.
- Strong organizational skills and ability to handle multiple tasks and priorities.
- Demonstrated time management skills.
- Ability to operate independently without direct supervision.
- Ability to travel locally with personal transportation/vehicle.

Education and Experience:

- High school diploma or GED equivalent.
- One year's sales experience is preferred.
- Demonstrated proficiency with computers, including basic navigating and problem-solving, typing, and data entry.
- Demonstrated proficiency with office technology, including phones, printers, and postage meters.

This is a Full-time salaried position, in the office and on the road. Compensation includes Base Salary + Commission + Bonuses.

We offer benefits such as Paid Training, Health Insurance (Employer pays 70% of premium rates),

Dental, Mileage Reimbursement, Flexible Spending Account, Paid Time off, 401k, Employee Assistance Program, and more.

Please submit your resume to jhough@capenews.net.