



<http://gvtv.org/job/account-executive/>

## Account Executive

### Hiring organization

Green Valley Television

### Working Hours

MONDAY-FRIDAY DURING ASSIGNED SHIFT  
ADDITIONAL HOURS MAY BE ASSIGNED.

### Description

- Generate digital revenue through the sale of advertising sponsorships.
- Responsible for growing shares of core/existing agency business through utilizing EVTV NEWS's multi-platform opportunities.
- Identify, target, develop and secure new business and revenue streams for EVTV through a variety of platforms including on-air, online and mobile.
- Create customized solutions for clients that will demonstrate the power of EVTV with the ultimate goal of shifting advertising budgets to EVTV.
- Create and manage new a customer base, looking beyond the traditional media customer.
- Carry out sales strategies and action plans for identified targets of opportunity.
- Meet with Local Sales Manager on a weekly basis to review client lists and to set win strategies and action assignments.
- Prepare and present sales presentations.
- Prepare weekly and quarterly projections, competitive information and relevant reports as necessary.

### Qualifications

Possess positive relationships with key digital media clients/agencies  
Strong communication (written and verbal) skills  
Strong team player skills  
Ability to develop and execute a strategic business plan  
Proven track record of generating new business  
Ability to sell value; ability to generate premium pricing  
Self-motivated  
Passion for News and digital media

### Contacts

#### GENERAL QUESTIONS

Green Valley Television  
Human Resources  
460 N. Arroyo Grande Blvd., Suite 209  
Henderson, NV 89014  
HUMANRESOURCES@gvtv.org

### Date posted

April 1, 2020

### Valid through

10.08.2020

### Duration of employment

08/10/2020 – 5/26/2021

### Base Salary

Paid on the A-F Grade Scale.  
Assignments Determined by  
negotiated agreement

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