

JOB VACANCY ANNOUNCEMENT
Digital Sales Account Executive
JOB # 10-0209

Full-Time, Non-Exempt Position

Posting Date: 11.15.23

Position Description:

American General Media is seeking a Digital Sales Account Executive to sell advertising for our cluster of stations in our markets Bakersfield, San Luis Obispo, Santa Maria, and Albuquerque, NM markets.

Qualifications:

- Bachelor's degree in business, marketing, advertising, or a minimum of 2 years of successful online advertising and digital media sales experience.
- Thorough knowledge of digital products and applications such as: digital display, Native, Social Media, OTT/TV campaigns, Geofencing, Online Audio, SEM and SEO.
- Strong consultative sales skills, relationship building, external and internal customer satisfaction management.
- Strong understanding of internet advertising implementation.
- Ability to partner with internal stakeholders, including Account Management, to provide the best possible experience for our clients.
- Track record of building and maintaining strong client relationships and closing new business.
- Professional presentation, verbal, and written communication skills.
- Must be self-motivated and self-disciplined with a persistent attitude capable of thriving in a remote working environment.
- Must maintain a valid Driver's License and be insurable under the company insurance (Required)
- Bilingual (English/Spanish) a plus.

Essential Duties and Responsibilities Include but are not limited to:

- Utilize consultive sales skills to assess client needs and educate on the power of digital media and advertising to enhance business opportunities.
- Prospecting and closing new business.
- Effectively utilizing data to demonstrate ROI to prospective advertisers.
- Overseeing clients' campaigns and regularly communicating performance results to management.
- Articulating AGM Digital's benefits in a manner meaningful to the customer based on a full understanding of the value of AGM Digital's products and pricing as well as competitive offerings.
- Building and managing a strong sales pipeline.

- Meeting and exceeding monthly sales goals.

Benefits:

- Health Insurance: HMO, PPO & HSA Plans available with company contribution
- Dental Insurance with company contribution
- Ancillary products such as STD, LTD, Hospital Indemnity, Critical Illness and more
- Vision Insurance
- 9 Company recognized holidays.
- Sick time accruals
- Employer paid life insurance - \$30k coverage.
- 401k with company match.

Pay rate is DOE: Range is \$19 - \$21 per hour plus commission

Please send resumes to bakaejobs@gmail.com

AGM is an EOE