

JOB TITLE: Digital Account Executive

Job Description Combining the assets of CBS's owned and operated television and radio stations, CBS Local Digital Media brings together the most trusted brands in media offering visitors a truly "local" experience. Websites and mobile applications have been launched in more than two dozen markets and include the latest news, traffic, weather and sports headlines. Product offerings include tent pole sponsorship opportunities, targeted email marketing, ROS banners, streaming audio and variety of other ways to reach our audience.

Live audio streams and a library of on-demand video from all CBS local market stations are available allowing consumers to experience award-winning original content whether at home, the office or on the go.

CBS Local is looking for an extraordinary ad sales professional who wants to join a dynamic team.

- Maximize advertising revenue generation by selling to digital focused advertising agencies and clients direct.
- Must be a sales "hunter" and aggressively manage New Business Development opportunities with key accounts and additional accounts. This includes seeking out and developing strategic relationships with decision makers and working directly with clients and their ad agencies to develop custom media programs to suit their specific needs.
- Managing a quota, setting goals and working with management and marketing to strategize on new business opportunities and creative approaches to RFPs
- Use established contact list and relationships in the digital space especially in digital agencies to secure business
- Will work directly with clients on high volume face to face calls
- Proactively communicate account and sales information to management and other team members through regular call reports

The Digital Account Executive will focus most of their time on developing the key/top accounts in the markets coming up with strategic ideas that meet the client's marketing objectives. You will also be constantly coming up with ways to educate/consult customers and providing

tools/data/research/ideas to help advertisers market their products.

You will be an evangelist for and sell all of CBS Local's Digital properties, including all of CBS Radio's digital assets and brands, Mobile and streaming music.

**Required
Qualifications**

- In this role, you must be a team player and enjoy the thrill of finding new business opportunities. Must be a good communicator, honest and straightforward. In addition, you must meet the following criteria: New business sales professional with an entrepreneurial spirit who thrives in a team and goal oriented environment
- Digital advertising sales experience is required; prefer 5+ years of digital sales experience, with key agency contacts
- Proven track record and pipeline build out
- Contacts and relationships at key accounts/agencies/digital agencies
- Must possess excellent written and verbal communications skills
- Well developed presentation skills
- Must be detail oriented and very proficient with excel and PPT as well as media tools such as Media Visor, Atlas, Comscore, NNR, @plan, AIM etc.
- BS/BA degree, or equivalent training and experience

Please apply on-line at www.cbsradio.com. EOE.