

POSITION GUIDE

Job Location:
WMHT
4 Global View
Troy, NY 12180

Title: Account Executive
Department: Institutional Advancement
Hours: M-F 8:30 a.m. – 5:00 p.m.
Type: Full-Time, Non-Exempt
Reports To: Director of Corporate Support

The Organization:

WMHT Educational Telecommunications is a multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning, and civic interests. Located in New York's Capital Region, WMHT serves diverse communities from the Mid-Hudson Valley to the Berkshires, including portions of Vermont and Connecticut, reaching an area of more than one million people. WMHT provides entertainment, enrichment, and engagement through television, radio, digital media and educational services including WMHT-DT (17.1), WMHT-Create (17.2), WMHT-World (17.3); and WMHT FM 89.1, WRHV 88.7, EXIT 97.7 and 106.1 WEXT (AAA public radio). WMHT also operates RISE, a radio reading for the blind and print disabled.

WMHT services are focused on three key areas of community need: Civic and Public Affairs, Arts and Culture, and Children and Education.

WMHT Public Media is proud to be recognized as one of the Capital Region's Top Workplaces by the Times Union.

The Opportunity:

We are seeking an energetic, entrepreneurial individual with strong writing and interpersonal skills to help WMHT grow its corporate support and sponsorship efforts.

An entry level position, the Account Executive will play a vital role in supporting WMHT Public Media's mission by securing sponsorship revenue for television, radio, and digital programs. This position involves cultivating new client relationships, nurturing existing partnerships, and developing creative proposals to support corporate funding initiatives.

Specific Duties:

- Secure corporate funding for programming on WMHT-FM, WRHV-FM, WEXT-FM, WMHT-TV digital platforms and events.
- Work to cultivate new sales, while maintaining and growing existing client relationships.
- Nurture and develop relationships with corporate clients.
- Create compelling proposals for clients.
- Assist in developing client messaging.
- Other duties as assigned

Requirements:

- Bachelor's degree in sales, marketing or communications
- One year sales experience
- Commitment to the mission and goals of public broadcasting
- Ability to work successfully either independently or as a team member
- Strong communication and interpersonal skills
- Ability to work cooperatively with people at all levels in the organization and donors, and to meet deadlines

To apply, please email a cover letter, resume, and writing sample to vbelden@wmht.org or mail to:

Valerie Belden
WMHT
4 Global View
Troy, NY 12180

WMHT Educational Telecommunications is an equal opportunity employer. The community and audience we serve is diverse, and we wish to foster that diversity in our workplace. Toward that end, WMHT does not discriminate against individuals in hiring, employment or promotion on the basis of race, religion, color, sex/gender, gender identity and gender expression, age, marital status, national origin, sexual orientation, citizenship, handicap or disability, veteran or military status, political belief, pregnancy, genetic information or any other characteristic protected by law

Salary Range \$45,000 base salary plus commission