

POSITION GUIDE

Job Location:

WMHT

4 Global View

Troy, NY 12180

Title: Multimedia Account Executive

Department: Development

Hours: M-F 40 Hours

Type: Full-Time, Non - Exempt

Reports To: Director of Corporate Support

Multimedia Account Executive

WMHT Public Media, located in New York State's Capital Region, serving Eastern New York and Western New England, is the only locally owned, nonprofit, multichannel public communications organization that reaches beyond the traditional broadcasting model to act as a leader by convening arts, culture, learning and civic interests. WMHT focuses on Community, Culture and Connections by providing entertainment, enrichment and engagement through television, radio, digital media, and educational services.

WMHT also houses the largest television studio between New York City and Montreal. The station's production services for clients help sustain our mission-based work. Our production services business attracts clients from across the country including PBS, APT, feature films, national public and commercial media producers, Canada based producers and partnerships with New York State.

We strive to create a workplace culture that values diversity of perspective and lived experience. We provide a place where people are supported to do their best work.

Job Description Summary

WMHT is seeking to hire two multimedia account executives to generate and cultivate business. Must have access to reliable transportation and a valid driver's license.

Under the direction of the Sales Director, design and implement sales strategies, targeting potential corporate sponsors for local programming, events, and digital assets. Meet established sales and collections goals. Manage existing client base to ensure timely collection and to increase renewal revenue. Prospecting for new business is a must. Attend internal meetings, networking events and industry conferences (when appropriate).

Essential Duties

- Work directly with the Sales Director to design and implement sales strategies, targeting potential corporate sponsors.
- Cultivate new business while retaining and growing existing client base.
- Manage current accounts to ensure timely collections, increase renewal revenue and meet established sales and collections goals.
- Be a WMHT ambassador throughout the company and Capital Region
- Work collaboratively with all departments within WMHT, sharing a common goal for overall company success.
- Provide accurate and timely paperwork.
- Participate in sales trainings, internal meetings, networking events, and industry conferences (when appropriate).
- Other duties as assigned.

Supervisory Responsibilities

- None

Qualifications:

- Bachelor's degree or equivalent combination of education/experience
- At least two (2) years of prior sales/customer service experience – media experience preferred.
- Must have the ability to research and identify client needs and offer client-focused solutions consisting of sponsoring content on WMHT.

- Demonstrate the ability to grow market share.
- Ability to effectively articulate WMHT's value propositions.
- Must be a team player.

COMPUTER SKILLS:

Proficient with MS Word, Excel, PowerPoint and Outlook.

The yearly salary range is \$35K plus commission

Primary series COVID vaccine required. Request for accommodations due to medical or religious reasons may be submitted.

To apply, please email a cover letter, resume to ybelden@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.