ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
M 907.550.8400
F 907.550.8401

ALASKA PUBLIC MEDIA
KAKM-TV | KSKA 91.1 | APRN
alaskapublic.org

TV Account Executive
Job Description

Job Title: **Account Executive for Television**
Department: **Development**
Reports To: **Director of Corporate Support**

Summary: The TV Account Executive is responsible for assisting in achieving sponsorship revenue goals through his/her own direct sales and through participation in the implementation of the station's overall TV sponsorship strategy.

Key Accountabilities:

- Meet or exceed individual sales goals on a monthly basis
- Conduct a minimum of two meetings each week with clients new to Alaska Public Media
- Sell in a way that is consistent with Alaska Public Media's standards, mission and values for representing public media
- Build and maintain a positive working relationship between underwriting department and other station departments
- Meet all FCC guidelines
- Follow station guidelines regarding:
  - ✓ Copy approval
  - ✓ Copy and traffic deadlines
  - ✓ Account receivables and collections
- Participate in station activities, meetings, events and pledge drives when possible
- Represent the company in a manner that meets with its market image

Qualifications

- Commitment to mission and values of Alaska Public Media
- Media fundraising experience
- Entrepreneurial Spirit with solid record of achieving income goals
- Ability to take initiative, think strategically and collaborate with others
- Personable, outgoing, courteous, and professional demeanor
- Excellent written and interpersonal skills
- Sense of humor and comfortable with rapid pace of change
- Core office management software tools (Microsoft Office or similar, including fundraising software
- Bachelor's degree, or exceptional commensurate experience
- Available to work weekend and evening events

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How to apply:
Electronically – Send your resume, cover letter and letters of reference to hr@alaskapublic.org
Paper – Send your resume, cover letter and letters of reference to HR, Alaska Public Media, 3877 Unviersity Drive, Anchorage, AK 99508. Please refer to APTI 1306