

## **Interactive/Online Account Executive Clear Channel – Seattle**

### **Summary:**

Account Executive position will develop and grow interactive (Online, Mobile Marketing, &/or short length commercials) advertising revenues for Clear Channel Seattle.

### **Duties & Responsibilities:**

- Prospect, market, sell and service online, mobile and on-air advertising
- Create customized online, on-air &/or mobile marketing solutions (through Customer Needs Analysis process) to new and existing radio clients and agencies
- Creation and management of online and mobile marketing proposals for new & existing online and mobile products available for sale
- Work with Director of Strategic Business Development, Webmaster in Seattle, and CCOMR Sales Solutions and Communications to keep abreast of available inventory, sales opportunities and new products.
- Network with other successful CC Online markets/Interactive Mgrs/Online AE's for sales leads, program ideas, etc.
- Serve as online account manager to clients. Sell, service and follow-up with clients to assure understanding of our medium, opportunities and ensure successful client campaigns.
- Help to develop and successfully achieve revenue goals, through planning, creation and implementation of specific strategies.
- Provide regular reports to sales staff regarding new Online/Mobile products available for sale, and any relevant success stories from other markets
- Provide regular reports to GSM, Director of Strategic Business Development regarding new targets and prospective business, pending, forecasts, and competition analysis.

### **Requirements:**

- College degree required; 1-2 years outside sales experience a plus
- A strong background in the latest online streaming/search-Keywords/e-commerce/broadband and mobile marketing (text messaging, podcasting) technologies, methods and best practices.
- Ability to sell and negotiate business based on company goals, rates and requirements.
- Understanding of online metrics and an ability to find the key "take away" information from a page full of data
- Outstanding written & verbal communication and presentation skills
- Proficient in Power Point, Excel, Outlook. Development of customized, client-focused proposals and presentations utilizing graphics, online examples, etc.
- Adhere to minimum standards of performance as established by GSM and Director of Strategic Business Development.

### **Send Resume to:**

Laurie Stroud, Director of Strategic Business Development  
Clear Channel Seattle

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