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Job Bank Form

Weekly Standard

Job Title:

Digital Account Executive

Position Location

Washington, DC

Position Type

Full-time

Position Reports to

Advertising Director

Position Description

Advertising Executive for Digital Sales

- Develop, maintain, and strengthen relationships with key digital advertising and media buying agencies.
- Prospect for new advertisers and sponsors.
- Engage in all stages of the sales cycle, from prospecting to developing customer rapport, to preparing responses to RFPs including Power Point presentations and Excel media plans, to closing sales and servicing accounts.
- Reach weekly goals for calls and presentations as established by the Advertising Director.
- Reach personal goals for net advertising sales as established by the Advertising Director and the Publisher.
- Help the advertising team reach its goals for net advertising sales.
- Work with ad sales team on media kits and other sales materials.



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Qualifications

- 3-5 years of experience selling online advertising and integrated programs;
recent online sales experience required.
- Strong knowledge of the regional & national market and its potential;
current agency and client relationships a must.
- Comfortable with selling promotions and integrated partnership programs
beyond banner advertisements (past online agency media planning/ buying
experience preferred but not required).
- Detail-oriented and proficient at Power Point, Excel, and Photoshop
(preferred but not required).
- A self-starter who possesses high energy, is well spoken and a good
writer, and has demonstrated creative and analytical skills.
- Able to work well with others, including office colleagues.
- Knowledgeable about common applications and technologies a plus.

How to Apply

Email Cover letter & resume to publisher@weeklystandard.com