



WEWS-TV Cleveland-30126
Location: WEWS-TV Cleveland-30126
Position: Associate Account Executive-12480
Area of Interest: Sales

Description: Join Cleveland's premier television station, WEWS NewsChannel 5, an ABC affiliate. This position will assist and gain a working knowledge of the various departments within the sales department. The ideal candidate will have excellent communication and relational skills, an entrepreneurial spirit and strong, persuasive closing abilities.

Key Activities

PHASE I: In the first month of the program, the associate will gain a working knowledge and be trained in the performance of the following types of duties:

- **National Sales:** Handle airtime sales to advertising agencies and direct clients; process orders into station systems and generate contracts; schedule paid programming; resolve airtime scheduling problems such as revisions, make goods, preemptions, discrepancies and cancellations.
- **Research/Marketing:** Prepare analysis of market program audiences and estimates; assist sales in marketing initiatives; create sales campaigns and presentations; work with Nielsen ratings/products; learn use of ABC network systems.
- **Traffic:** Input local copy instructions and orders; manipulate inventory and commercial placement; formatting of daily logs.
- **New Media:** Gain understanding of multi-platform media such as online media, mobile and digital sales.

PHASE II: In the remaining months of the program, the associate will work with the account executives to become fully immersed in their role as a sales professional.

- Perform client services including but not limited to avail presentations, package preparation, copy writing, credit applications, collections, etc.
- Create non-traditional revenue opportunities.
- Coordinate production efforts for new clients.
- Execute post-buy analyses of broadcast and digital schedules
- Obtain commercial material to be used by Traffic for on-air schedules.
- Develop new business for multiple platforms (such as on-air, mobile, online, digital).
- Utilize research to position the station as premiere marketing vehicle.
- Perform other duties as needed and directed by Sales Management Team.

Education & Experience

- College degree from an accredited College or University with a degree in Communications or Marketing preferred.



Skills & Abilities

- Working knowledge of Microsoft applications
- Self-motivated creative and possess strong people skills
- Detail oriented with excellent written and oral communication/presentation skills
- Work within a team framework

Work Environment

- Valid driver's license and proof of insurability

WEWS-TV is an Equal Opportunity Employer. Candidates who are offered positions must successfully complete a background and drug screen. ***Interested candidates should submit their resume to <http://scripps.com/careers>.***