



Media Consultant/Account Executive 2024-2025 academic year

Are you seeking a job that offers real world, hands-on experience before graduation? Our Media Sales Consultants/Account Executives drive sales for assigned advertising accounts. They consult, promote, and sell innovative marketing and advertising solutions across various platforms.

Duties

- 1) Build Client Relationships:** Develop strong relationships with customers and local business owners. Generate leads and conduct client pitches.
- 2) Manage Accounts:** Ensure your client's ads are running as ordered and meeting all deadlines. Send proof of placement and campaign reports generated by our digital team.
- 3) Sell Advertising:** Plan and prospect new and existing clients. Sell advertising and media services to both existing and new customers. We have over 50 media products we sell.
- 4) Operate efficiently:** Utilize Salesforce and Monday.com CRM for account and order tracking. Follow up, monitor, and optimize media services for best results.
- 5) Collaborate:** Assist creative teams in executing client deliverables. Work directly with the digital marketing team to execute digital ad campaigns. Work directly with other team members across all of our media outlets.

Skills You'll Gain

RMSMC AE's career success stems from the valuable skills acquired in this role. It provides professional, hands-on experience offering consistent training to develop the following skills:

- Warm calling
- Closing
- Rapport building
- Negotiation
- Problem solving
- Relationship management
- Active listening
- Crafting pitches
- Use a CRM (Salesforce)
- SaaS (software as a service)

Requirements

Every AE receives ongoing training so there is **no previous sales experience required:**

- Driven individual, with a true passion for selling.
- Well organized and the ability to exhibit a high level of attention to detail.
- Extraverted individual with solid communication and presentation skills.
- Self-starter with confidence, drive and a strong work ethic. Demonstrate ability to meet and exceed expectations and goals.
- Must be self-aware, highly personable, a good listener and must enjoy working directly with clients in a professional setting.
- Must be available to attend all training sessions and staff meetings.
- The ideal candidate will bring a positive attitude to the team every day.



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Details

- Two to three Media Consultant/AE positions available
- Paid hourly position: Focus on selling, not commissions! Initially \$14.50 per hour. After training period, potential to earn bonus \$\$\$.
- Super flexible schedule: Work around your class schedule (10-12 hrs. /week).
- Prime location: Convenient office located on level 1 in the LSC.
- Reports to Chief Sales & Digital Marketing Strategist/Lead Trainer.

How to apply

Send your resume with a cover letter telling us how your skills are best suited for this exciting opportunity to: Christa.Reed@colostate.edu, Christa Reed, Chief Sales & Digital Strategist/Lead Trainer, Rocky Mountain Student Media

Applications will be accepted until the position is filled, but to ensure consideration, email your completed application packet **by 5pm on Friday, March 29, 2024.**

About Rocky Mountain Student Media

The Rocky Mountain Student Media Corporation serves as a focal point for student life at Colorado State and the community of Fort Collins by providing a forum for the exchange of ideas and opinions, information about events and news of general interest.

Mission Statement

The Rocky Mountain Student Media Corporation, an independent non-profit organization, is dedicated to community service and enhancing the educational mission of Colorado State University by empowering, training and equipping students to excel in journalistic and other media methods, ethics, critical thinking and management.