

## Job Description: Account Executive

The team of account executives is responsible for generating revenue that supports the Minnesota Daily and MNDaily.com. Working with local businesses, university groups and departments, the account executives offer access to the University market through online and print advertising, social media, promotional events and other innovative means.

**Position Title:** New Business Intern

**Department:** Business / Advertising

**Reports To:** Sales Manager

**Supervises:** None

**Hours:** 10-12 per week, primarily during business hours

**Paid:** Commission

### Responsibilities:

- Generate revenue through advertising sales and marketing promotions
- Seek opportunities to build relationships with prospective customers
  - o Research potential advertisers & create sales pitches to attract new business
  - o Provide consistent customer service to accounts in order to ensure their longevity
  - o Meet with clients to discuss their advertising needs
  - o Offer opportunities to reach campus market through Minnesota Daily
- Maintain account records by tracking sales and payment status
- Make progress toward achieving sales goals
- Work closely with managers to share information and continue training
- Maintain weekly office hours and attend weekly sales meetings
- Additional duties as assigned

### Qualifications:

Knowledge/Education

- Strong motivation and commitment to success
- Excellent interpersonal skills for working with a range of clients and colleagues
- Willingness to learn/develop sound business practices
- Good organizational, time-management, and communication skills
- Sales and customer service experience desirable
- Must be a University of Minnesota student able to make a *minimum one-year commitment*

### Essential Skills:

- Ability to hear and speak English clearly.
- Verbal and written intelligence when assisting customers.
- Ability to visually analyze advertisements and contracts.
- Professional appearance and demeanor when representing company.

**Disclaimer:** This job description is a summary of the skills, qualifications, and essential functions required in the day-to-day work for this position. It is not exhaustive in nature. The Minnesota Daily reserves the right to change the job description and to modify an employee's job role at any time to best benefit the organization.

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