

ALASKA PUBLIC MEDIA
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Anchorage, Alaska 99508
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Title: Account Executive
Department: Development
Reports to: Director of Corporate Support and Philanthropy
FLSA Status: Part-time to Full-time (negotiable)
Exempt if incumbent meets the salaried threshold, including commission
Salary: Base salary (starting at \$32,500) plus commission (10-12% of sales)
Version 1.1

The Account Executive is responsible for assisting in achieving sponsorship revenue goals through their own direct sales and through participation in the implementation of Alaska Public Media's overall sponsorship strategy.

Alaska Public Media (AKPM) is a broad-based public media organization that delivers television, radio, and web content. AKPM is the source of PBS television, NPR radio, and stewards the statewide AKPM News network.

Essential Functions:

The Account Executive will:

- Meet or exceed individual sales goals monthly.
- Conduct a minimum of four meetings each week with clients new to Alaska Public Media.
- Sell in a way that is consistent with Alaska Public Media's standards, mission and values for representing public media.
- Build and maintain a positive working relationship between the Corporate Support department and other station departments.
- Meet all FCC guidelines.
- Follow station guidelines regarding:
 - Copy approval.
 - Copy and traffic deadlines.
 - Accounts receivable and collections.

Duties and Responsibilities:

In addition to the above functions, the Account Executive will:

- Participate in station activities, meetings, events, and pledge drives.
- Represent Alaska Public Media in a manner that meets with market image.

Required Qualifications:

- Commitment to mission and values of Alaska Public Media
- Entrepreneurial spirit with a solid record of achieving income goals.

- Ability to take initiative, think strategically, and collaborate
- Core office management software tools (Microsoft Office or similar, including fundraising software).
- Excellent written and interpersonal skills.

Desired Qualifications:

- Personable, outgoing, courteous, and professional demeanor.
- Sense of humor and comfortable with rapid pace of change.
- Bachelor's degree or exceptional commensurate experience.
- Available to work weekends and evening events.
- Experience using broadcast traffic systems such as WideOrbit Traffic and digital ads programs such as Google Ads and AdsWizz

Allowable substitution

If necessary, alternative combinations of education and experience will be evaluated by the Human Resources Officer for comparability.

Competencies:

- Act in accordance with AKPM policies.
- Support AKPM compliance efforts with FCC, NPR, and PBS rules and regulations as well as any grant requirements
- Communicate effectively.
- Apply critical thinking and problem-solving skills.
- Maintain positive relationships with both internal and external customers.
- Demonstrate consistent outstanding customer service.
- Proficient at computer use to include office software products, custom software packages, internet, and e-mail.
- Consistently demonstrate ethical behavior.
- Must exercise good judgment for the prompt completion of responsibilities.

Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

I, _____received a copy of this job description on

_____.
(*Print Name*)

(*Date*)

Employee's signature
