

## Account Executive Job description

### OBJECTIVE:

Build business relationships, sell advertising, create an impressive resume, and gain vital professional experience with The Shorthorn, UTA's award-winning student news agency. You'll work with customers to establish messaging, design ads, and assist clients through the advertising process. Professional-level training is provided for those who have excellent communication skills, want to build skills in business, and are looking to gain experience for a wide variety of future corporate jobs. Representatives are asked to work a minimum of 12 hours Monday through Friday, afternoons preferred. This position is supervised by The Shorthorn's student business manager and professional staff.

### RESPONSIBILITIES:

- Research and prospect potential advertisers to build account list.
- Set appointments and sales calls with area business owners.
- Successfully match Shorthorn product packages, including print and digital advertising, to customer needs.
- Meet biweekly sales quotas.
- Practice consistent, professional communication with colleagues and customers.
- Attend a weekly sales staff and training meeting.
- Other tasks as assigned.

### QUALIFICATIONS:

- Student Publications student employees must be enrolled at least six hours at UTA during the semester of hire and in good academic standing (2.0 GPA or higher) at UTA.
- Excellent oral and written communication skills.
- Must have daily use of reliable transportation.
- Business casual dress.

### COMPENSATION:

- Employees are paid biweekly.
- Exclusive sales training, including off-campus conferences and conventions.
- Resume-building and career networking opportunities.