

Senior Account Executive

Landmark Community Newspapers Kentucky Regional Sales
Louisville, Kentucky

Landmark Community Newspapers, LLC has an opening for a Senior Regional Sales Account Executive who will work in the Louisville, Ky. market. This person must be able to work independently and meet monthly sales goals. The successful candidate should have advertising sales experience, preferably in newspaper and online, with proven sales results.

A current list of active accounts with significant opportunity to grow your base customers from new business development is the foundation of this important role. The Senior Account Executive/Regional Sales places advertising in Landmark's 18 Kentucky newspapers based on the needs of their Jefferson County customers.

For qualified, experienced applicants we offer a better than average base salary plus commission. Landmark Community Newspapers offers a competitive benefits package to full-time employees including medical, dental, vision, life insurance, 401(k) and paid time off benefits.

Qualifications:

- College degree preferred
- Minimum of 3 years advertising sales experience required
- Newspaper sales experience preferred
- Proven sales results meeting or exceeding monthly sales goals
- Good organizational and interpersonal skills
- Time management skills, self-motivated and ability to work independently
- Demonstrated high-energy level
- Commitment to exceptional quality in all aspects of customer relationships
- Experience and skill in developing and implementing short- and long-term sales goals
- Must be computer proficient, including Microsoft Word, Excel and PowerPoint
- Ability to develop, plan and implement sales presentations
- Must have reliable transportation and a valid driver's license to make sales calls

Essential Functions:

- Conduct outside sales calls on businesses in Louisville, KY in order to grow revenue from new accounts and existing accounts. This will include the following types of sales calls:
 - New business introduction calls
 - Needs assessment calls
 - Proposals/Recommendation calls
- Build superior relationships with all customers
- Consistently meet or exceed monthly and annual sales goals
- Work with customer and graphic designers to develop advertising design needs
- Develop and coordinate new revenue-generating ideas and products
- Maintain knowledge of advertising rates, circulation and page views for each Kentucky newspaper print and online product
- Develop sales presentations utilizing products and appropriate supporting research
- Conduct needs assessments by asking questions and listening to clients in order to understand their long-term business need

Interested persons may contact Anna St. Charles, Sentinel-News Publisher, at anna.stcharles@sentinelnews.com for additional information.

Apply at www.lcni.com under Job Opportunities. Notify your immediate supervisor and LCNI HR Director if making application.

Deadline to apply is Wednesday, March 6, 2019.

EQUAL OPPORTUNITY EMPLOYER