



JOB TITLE: Local Sales Account Executive - Fresno, CA (55730339)
REPORTS TO: Local Sales Manager- Fresno, CA
LOCATION: Fresno, CA

Comcast Spotlight:

While Comcast is focused on creating value for its subscribers, Comcast Spotlight is focused on creating value and opportunity for its advertisers. We have created a television marketplace where both large and small advertisers can leverage the latest message delivery technologies, the most insightful marketing intelligence and the most innovative promotional opportunities. This approach and the infrastructure behind it allow us to create customized and compelling solutions for each advertiser.

Comcast Spotlight is developing new media solutions to redefine our business in the minds of our customers and to offer advertisers leading-edge advertising applications that shadow the advancements Comcast Cable is making with new products and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Comcast Spotlight, the advertising sales division of Comcast Cable, is searching for a dynamic individual to drive local sales in our Fresno office. Our local team is focused on developing and growing multi-platform solutions for our clients, with an emphasis on deepening relationships and expanding our business with current and new clients.

PREFERRED QUALIFICATIONS:

A successful candidate for this team has a proven track record in their ability to:

- Uncover client strategy and successfully align our products and solutions to help customers meet their goals
- Actively embrace all facets of customer focused selling
- Identify and cultivate direct client relationships from the ground up
- Grow existing direct and local agency account participation with Comcast Spotlight

In addition to the above, fundamental day-to-day responsibilities are:

- Maintain and increase sales volume from established accounts and collect all account balances
- Meet pre-established activity and revenue results quotas
- Assist customers and prospects in attaining their goals through proper utilization of Comcast's products and services.
- Ensure goodwill between customers and Comcast
- Address customer concerns quickly and advise management promptly of any situation outside position's scope of authority

- Monitor market conditions, vendor offerings and client attitudes to provide feedback and suggestions which will improve our offerings and enhance value of existing and new products
- Complete required documentation and reporting for the proper processing of contracts, advertising schedules and call expense reports
- Maintain up-to-date customer and prospect records as instructed
- Participate in development of sales forecasts.

Minimum Requirements include:

- Successful track record in developing and renewing cross platform programs
- Knowledge of the current marketplace and the media / advertising industry
- Excellent oral and written communication and negotiation skills
- Computer proficiency (Microsoft Office)
- Bachelor's degree &/or 5+ years successful experience in business to consumer outside sales
- Ability to manage and prioritize a high-volume work load
- Hunger for constant learning, mastery of skills and integrated applications
- Tech savvy
- Valid driver's license with a satisfactory driving record

It's easier than ever to search and apply for jobs with Comcast!

Go to: <http://www.comcast.com/Corporate/About/Careers/careers.html>