THE TELEVISION, RADIO AND DIGITAL MEDIA INDUSTRY OFFERS A VAST ARRAY OF OPPORTUNITIES IN MEDIA SALES FOR INDIVIDUALS WHO ARE CREATIVE, FORWARD-THINKING AND SOLUTIONS-DRIVEN.

What is media sales?
The media sales department generates revenue by providing clients with marketing solutions that help grow their businesses. Individuals sell advertising space that can be distributed across any communication platform, such as television, radio, web or mobile devices.
Nick Forrest
The E.W. Scripps Company
KXWR-FM
Phoenix, AZ

Your Career Trajectory
As you progress in your career, you may find yourself holding one of these positions. Where do you see yourself?

**General Sales Manager and Internship Coordinator**

My role requires a higher level of responsibility, but also a higher level of accountability. As head of a department you wear many additional hats for every single person in the department (manager, leader, therapist, mentor, coach, etc.) as compared to a entry/mid level manager and the expectation of your performance is very high.

Brittany Greenes
Radio One
Richmond, VA

**SALES ASSISTANT**

The people I've met in media sales are among the most sophisticated and nurturing people I've met in my life. In this business, we recognize that it is important for all of us to thrive together so I'm more than willing to help my account executives at any time and I know that they are there for me if I need support. This support allows the free flow of creative ideas which result in a better product and result for our partners.

Nick Forrest
The E.W. Scripps Company
KXWR-FM
Phoenix, AZ

**ACCOUNT EXECUTIVE**

This media industry is growing at lightning speed and understanding changes in the way we communicate with one another is key in helping clients reach their audience. My greatest satisfaction as an account executive comes when helping new businesses reach the Latino community. I am constantly on the search for those who would both benefit from and be an asset to the Univision audience.

Marie Aila Jr.
Univision Communications
Chicago, IL

**LOCAL AND DIGITAL SALES MANAGER**

Work at doing your current job extremely well. Do your homework on the management position and develop/polish your skills for the job duties.

Continue to show initiative and ask the powers that be for the job!

De Jackson
Raycom Media
WUPF-TV
Richmond, VA

**DIRECTOR OF SALES**

The top of the sales department can be a complex place for professionals, but I've been with this company for 12 years. My role requires a higher level of responsibility, but also a higher level of attention to detail. As head of a department you wear many additional hats for every single person in the room. They are disciplinarians and need to prepare and structure themselves to work on their objectives and stay connected to their clients as their ultimate resource.

Jaihun Long
Cox Media Group
Atlanta, GA

**VICE PRESIDENT OF SALES**

To advance your career in media sales it starts with a strong work ethic, having passion for that which you are striving for, aligning yourself with good people and good companies, and always being tenacious. Your advancement and growth lies in your ability to step up and go after opportunities that may seem out of reach or unattainable. And most importantly, be sure to have fun doing the work!

Ashley Gold
Hearst Television
New York, NY

**THE MEDIA SALES CAREER TRAJECTORY**

As you progress in your career, you may find yourself holding one of these positions. Where do you see yourself?

**SALES ASSISTANT**

Provides research and clerical support and develops sales marketing materials

**ACCOUNT EXECUTIVE**

Assists businesses with growing their bottom lines by developing marketing strategies that increase visibility via a media platform. AEs may join account executives on calls and provide ideas to strengthen proposals.

**DIRECTOR OF SALES**

Works with the general manager and general sales manager to maximize all available revenue opportunities from a local and national perspective. Also works with staff to develop new business opportunities, price and manage the inventory, develop budgets and motivate the team.

**GENERAL SALES MANAGER**

Leads sales team across all platforms with an overall goal of increasing annual revenue. This position requires a long-term thinker with an understanding of business development, sales forecasting and planning.

**LOCAL SALES MANAGER**

Closely supervises the frontline sales staff consisting of account executives and sales assistants. LSMs may join account executives on calls and provide ideas to strengthen proposals.

**DIGITAL SALES MANAGER**

Leads stations sales team in effort to increase digital business and revenue. Knowledge of digital media on both online and mobile platforms is necessary.

**NATIONAL SALES MANAGER**

Secures national clients through national rep firms. Works closely with the national rep and advertising firm to negotiate buys. NMs may sometimes travel to advertising events, including New York, Atlanta, Chicago and Los Angeles.

**ACCOUNT EXECUTIVE**

(Digital Account Executive, Integrated Marketing Manager) Responsible for assisting businesses with growing their bottom lines by developing marketing strategies that increase visibility via a media platform. AEs develop proposals and marketing strategies for local and national clients.

**SALES ASSISTANT**

Provides research and clerical support and develops sales marketing materials for account executives and sales managers.