START YOUR JOURNEY IN MEDIA SALES TODAY

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.

THE MEDIA SALES CAREER TRAJECTORY (VARIES BY MARKET)

**VICE PRESIDENT OF SALES**
Oversees advertising sales across the group of TV and/or radio stations to achieve and maximize overall revenue goals. Oversight duties include annual budgeting, strategic planning for all stations, sports and special budget planning, weekly forecasting for the group, involvement in sales personnel and HR. The Vice President of Sales travels to the local stations as well as industry functions/conferences on a regular basis and is tasked with capitalizing on all forward-thinking sales opportunities as the industry continues to evolve. Ensures consistency across corporate brand.

**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-range 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. NSMs sometimes travel to advertising epicenters, 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.
YOUR CAREER TRAJECTORY

AS YOU PROGRESS IN YOUR CAREER, YOU MAY FIND YOURSELF HOLDING ONE OF THESE POSITIONS. WHERE DO YOU SEE YOURSELF?

DIRECTOR OF SALES
The top talent advances in media sales by solving problems better than anyone in the room. They are disciplined and prefer to prep and educate themselves to work on the offense and stay connected to their clients as their ultimate resource.

Jaleigh Lang
Cox Media Group
Atlanta, GA

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 Quarles
Radio One
Richmond, VA

ACCOUNT EXECUTIVE
The 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.

Mario Avila Jr.
Univision Communications
Chicago, IL

SALES ASSISTANT
The people I’ve met in media sales are among the most supportive 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 Souza
The E.W. Scripps Company
KNXV-TV
Phoenix, AZ

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 along the way!

Ashley Gold
Hearst Television
New York, NY

LOCAL AND DIGITAL SALES MANAGER
Work at doing your current job extremely well. Do your homework on the management position and develop/polish your skillset for the job duties. Continue to show initiative and ask the powers that be for the job!

Bo Jackson
Raycom Media
WUPV-TV
Richmond, VA

nabef.org

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