



Business Services Account Executive

Meister Media Worldwide, headquartered in Willoughby, Ohio, produces integrated business solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to communities including fruits, nuts, and citrus; vegetables; cotton; ornamental horticulture; horticulture in Mexico; precision agriculture; and plant protection. Meister Media's stable now includes 12 major brands whose portfolios include print publications, digital products, conferences and tradeshow, and Connect hosted-buyer events. In addition, Business Services produces custom print and digital products, and strategic business development services from concept planning through development and delivery.

We seek an Account Executive to join our Business Services Team. Reporting to the Director, Business Services this position will drive sales of our custom and / or multi-media engagements with clients across the Meister Media organization. This individual will work closely with our account reps to develop new business opportunities for their clients while also providing strategic direction to clients regarding services we offer that will help them extend their market reach and create high-impact marketing initiatives.

Other responsibilities include but are not limited to:

- Developing the necessary relationships and maintaining contact with key clients to identify opportunities to broaden our engagement with them and introduce direct marketing or custom marketing services or solutions we can provide.
- Working with team members across Meister Media to develop new, innovative solutions that successfully achieve our clients' goals.
- Working with the Director, Business Services to grow our Custom Solutions sales through aggressive, targeted prospecting.
- Ensuring that Business Services clients receiving comprehensive metrics reports in a timely manner to evaluate their engagement with us and consider their next activities.
- Working with the Meister Media marketing department to develop strategies for marketing our custom services/solutions.
- Regularly communicating with the sales team to make sure they are aware of relevant communications with their clients.

Qualifications

- Sales/Account Executive Experience, ideally digital media / custom services in B2B media.
- Experience developing and selling multi-media campaigns through advertising agencies and directly to clients.
- Ability to develop innovative revenue-generating ideas/projects and get them to market.
- Strong leadership and interpersonal skills.
- Prospecting/new business development skills.
- Ability to work collaboratively across markets.
- Excellent written, oral and electronic communications skills.
- Knowledge of how to develop client relationships.
- PC Proficiency – Microsoft Office and CRM
- Willing and able to travel
- Ability to organize and prioritize work.
- Knowledge of agricultural industry helpful.

Meister Media Worldwide offers a competitive compensation and benefits package including base salary, incentive opportunity, and 401(k) & Profit Sharing Plans.

Please submit resume and salary requirements via email to careers@meistermedia.com or by mail to:

Meister Media Worldwide
Attention: HR-AE
37733 Euclid Avenue
Willoughby, Ohio 44094