



Things to Know About Being an Account Executive

An account executive has an important job and is expected to contribute substantially to the success of the company he or she works for. Their responsibilities and tasks may vary as well for each type of industry they represent, but they basically work to promote, sell, link up, and market the services, client, or products of a company to specific or target clients, customers, or the general public.

Where to Look For [Account Executive Jobs](#)

Account executive jobs can be found in publishing companies, television, radio or print media, advertising, marketing companies, public relations, and sales companies. These jobs require people who are good with marketing and selling, communication skills, networking, products and service knowledge. People who are into account executive work are also expected to be detail-oriented and always active in conventions, seminars, public relations work, and conventions in order to promote their companies and their services or products. They also coordinate with marketing and advertising people in identifying potential clients, customers, or partners that can lead to the growth or expansion of their company.

Requirements

While these are the basic tasks and functions of account executives, some companies or departments may also have other requirements for these people depending on their kind of work or service. While account executive employment is in demand by many companies or organizations, some skills or acquired knowledge are most needed in some companies than the rest. In an advertising company, for instance, an account executive is also expected to be familiar with administrative and advertising projects, and works to make the project timeline and other contract specifications met by the company and the advertising team based on the clients' demands.

Account executive jobs in public relations require people to project and maintain the positive public image of a client, product, service, or merchandize. They usually coordinate well with the advertising and media specialists and practitioners in order to keep that positive status as to gain public trust and maintain a positive profile for what they represent to the public. For products, services, or merchandize that are well-represented this usually translates to more sales and greater revenues.

Similarly, the account executive work in a marketing company means keeping a positive image of



their represented company in order to generate sales and more profit. The role here is extended to building and maintaining good corporate relationships with other businesses or companies that are potential partners for the expansion, growth, and success of their company. An account executive in marketing also works with the marketing team with product and service development to build competitiveness and boost sales and profit as well as assist with marketing strategies for clients.

An account executive employment is not restricted to a specific academic training or background, but just as well those who have a bachelor's degree in marketing, advertising or a business-related course can have the advantage over other applicants. Most importantly, one has to be good with selling, marketing, and dealing with different kinds of people. An account executive career can also lead to bigger positions such as marketing director, a senior account executive or managerial position, a sales director, an advertising manager position, or one can choose to set up his or her own public relations consultancy firm. The career prospect is also dictated by experience and several years of actual performance. In a PR consultancy firm, one's ability to create and maintain a large network of clients as well as years of positive experience is important to become successful.

The median annual salary in account executive jobs range from \$35,000 to \$85,000, and may vary from industry type, size of the company, location, and of course, the applicant's experience. In some companies like advertising and sales, commissions and incentives are also possible depending on the size of the company, the product or service being promoted or pushed for selling, and overall performance. An account executive career is also lucrative and sought after as such can dictate higher earnings, more incentives, and a larger network of clients.

New graduates can already apply as account executives since most companies nowadays are looking for fresh ideas and new people who are good with computer technology which can help in an account executive work especially that most projects are sometimes bound by timelines such as those in marketing, advertising, and the mass media.

Where to Find These Jobs

People who also have experience in selling, advertising, marketing, and other business-related work can also find an account executive job more creative and challenging. To find these jobs, one can browse Hound.com and choose among the thousands of [job listings](#) available. A one-day FREE trial can help you with the many options to choose from which include the type of industry, companies, locations, and qualifications making it more convenient and quicker to find that dream job!