

Lijit Networks, Inc. [jobs@lijit.com](mailto:jobs@lijit.com)

## **Account Executive Job Description**

Lijit Networks is looking for an enthusiastic and knowledgeable ad sales Account Executive with the confidence and passion necessary to help build a leading online ad sales team. The successful candidate will be able to not only to evangelize the Lijit Networks story and increase advertising sales across our audience network, but also help develop the company's position as the category leader delivering branding display advertising solutions. This role calls for a skill set that goes beyond the traditional Account Executive profile to create excitement across our Publisher base as well as with brand advertisers and agencies.

### **RESPONSIBILITIES**

Support all aspects of the sales process by providing the business strategy expertise, social networking/marketing knowledge to support the prospective clients' understanding of Lijit's unique value. Activities include leading client meetings; building and sustaining relationships; assisting in negotiating deal terms and pricing; resolving concerns; closing the deal; and ensuring client satisfaction.

### **IDEAL CANDIDATE PROFILE**

- At least 3 years of web marketing experience, ideally within an Ad agency or consulting environment, managing account strategy and developing advertising solutions to client specific needs
- A deep understanding of, and enthusiasm for online social media/marketing/networking and the power it has for both businesses and consumers
- A proven ability to effectively generate and describe creative, results-focused marketing concepts to a diverse client base
- Experience in effectively managing a number of accounts
- Minimum undergraduate degree or significant sales leadership in Advertising, Marketing or related field experience
- Excellent communication, listening and presentation skills
- Ability to process information and incorporate feedback into an interactive business conversation
- Disciplined work style
- An individual of high integrity, energy and enthusiasm; self-directed and motivated
- An individual who is both creative and practical; one who consistently delivers superior results
- An initiator in both independent thinking and establishing relationships
- Entrepreneurial attitude – overcome any obstacle, creative, willing to be an evangelist for a new product / service

## **About Lijit Networks, Inc.**

Located in Boulder, Colorado Lijit Networks is a ground-breaking company focused on delivering enormous value to online publishers, social media and user-generated content. Lijit has developed innovative technologies that cater to online publishers and their readers through search services. Lijit publisher services sit at the intersection of reader intent and contextual information. The result: laser-focused audience targeting and delivery of unique and relevant advertising solutions for premium brands. Lijit's search service is the first and only vertical search methodology that uses people, their content, and their network connections to produce search results with unprecedented relevance. This powerful service is delivered through a widget or plug-in, which replaces existing search boxes commonly found on websites, blogs or other web properties.

[www.lijit.com](http://www.lijit.com)