

B-9:	National Account Manager	
	Date of Hire:	07/02/2012
	Referral Source of Hiree:	Employee Referral
	# of Interviewees for position and referral sources of interviewees	11 Interviewees {American Woman in Radio} [3 TAB 1 Internal Posting 3 Employee Referral 3 Greater Hispanic Chamber 1

\*Recruitment for positions B-7, B-8, and B-9 occurred at the same time. The employment unit recruited for two Account Executives, which fulfills a sales role for the unit, for positions B-7 and B-8 so the same applicants could be used to recruit for those positions. The employment unit created a new position, B-9 National Account Manager, during recruitment for positions B-7 and B-8. The National Account Manager fulfills a similar role to the Account Executive, acting as the sales manager handling national accounts.

## **JOB DESCRIPTION**

**JOB TITLE:** National Accounts Manager  
**LOCATION:** Austin & San Antonio  
**DEPARTMENT:** Sales  
**REPORTS TO:** Director of Sales

### **POSITION OVERVIEW:**

The National Account Manager will develop and manage client relationships within a local market / region, particularly with local clients with multi-market potential or influence (e.g., Quick Service Restaurants, auto dealers, beer distributors, regional marketing teams of large corporations) and will supervise the National Accounts Coordinator who performs the more transactional tasks associated with multi-market buys relating to their market.

### **FUNCTIONAL RESPONSIBILITIES:**

- Develop and monitor contact strategy and account plan for critical influencers in the local market, e.g., QSR franchisees, auto dealers, beer distributors
- Coordinate across corporate resources (e.g., category research team) and work with other sales teams to build business case (e.g., why Univision, why market, why relevant for category etc.)
- Own relationship, present to and influence above-mentioned clients, working in partnership with Account Executives servicing their local buys where relevant
- Supervise National Accounts Coordinator who is accountable for quoting prices, inventory availability etc. to multi-market Account Executives in other markets
- Interact with National Sales Manager and Multi-Market Offices to recap local and regional client meetings on a regular basis
- Travel within and outside of Texas Region as necessary based on station's needs
- Assist in forecasting Multi-Market revenue with National Sales Manager
- Prospecting and generating new business accounts
- Facilitate local executions for national accounts

### **EDUCATION REQUIREMENTS:**

- Bachelor's degree or above

### **EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

- Bachelors degree or above

- Minimum 5 years of advertising sales experience, management experience preferred.
- Excellent written and verbal communication skills
- Ability to influence and inspire others
- Understands region/market dynamics

*Following would be a plus:*

- Spanish conversational ability
- Knowledge of Donovan, Arbitron, OSI, Matrix, Concur, Nielsen, Kantar

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

**JOB TITLE:** National Accounts Manager

**JOB NUMBER:** KAKW12-06

**C/O:** KAKW TV 62

Attn: Christine Escobar

Re: #KAKW12-06

2233 W. North Loop Blvd.

Austin, TX 78756

Or email [ccmartinez@univision.net](mailto:ccmartinez@univision.net)

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## National Accounts Manager

### General Information

<b>Job Posting ID:</b> 3121520	<b>Creation Date:</b> Mar 22, 2012
<b>Employer Posting No:</b> KAKW#2012-6	<b>Closing Date:</b> Apr 21, 2012
<b>Job Site Address:</b> AUSTIN, Texas 78756	<b>Employer Type:</b> Private Sector
<b>Openings Filled:</b> 0 of 1	
<b>Contacts:</b> 0 of 100	<b>Status:</b> Open

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2233 W. North Loop Blvd.

Austin, TX 78756

Or email [ccmartinez@univision.net](mailto:ccmartinez@univision.net)

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER

**Supervisory Experience**

**Required:** No

**Shift:** Days (First)

**Duration:** Regular

**Workweek:** Full Time - 30 hours or more per week

**Veterans Only:** Yes

**Federal**

**Contractor:** No

**Eagle Ford Shale**

**Job:** No

**Job Requirements**

**Occupation:** Advertising Sales Agents

**Minimum Experience and** 5 yrs 0 mos and Bachelors Degree

**Education:**

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[All Groups](#)

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[careerbuilder.com](#)
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Title / Location		Company	Skin Name	Expires	Job ID
<input type="checkbox"/> <b>Assignment Editor/Producer</b> US-TX-San Antonio	0	Univision Communications Inc.	Univision Management Co (16 Mar 2010)	4/14/2012	KWEX12
<input type="checkbox"/> <b>General Manager</b> US-TX-San Antonio	0	Univision Communications Inc.	Univision Management Co (16 Mar 2010)	3/24/2012	KWEX12
<input type="checkbox"/> <b>National Account Manager</b> US-TX-Austin	0	Univision Communications Inc.	Univision Management Co (16 Mar 2010)	4/15/2012	KAKW12

CHECK ALL | UNCHECK ALL

- Select task -

☐ Highlighted jobs are private or internal.[Help](#)[Customer Service: 800-891-8880](#)[Sales: 877-FILL-A-JOB \(877-345-5256\)](#)

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## Job Preview

This is how your job description and requirements will appear when posted.

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### Description

JOB TITLE: National Accounts Manager

LOCATION: Austin & San Antonio

DEPARTMENT: Sales

REPORTS TO: Director of Sales

#### POSITION OVERVIEW:

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- Interact with National Sales Manager and Multi-Market Offices to recap local and regional client meeting

Close Job Preview



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with intranet sites  
**Location:** United States[Cancel](#)[Save Draft](#)[Continue »](#)All fields marked with an asterisk (\*) are required.  
Be sure to enter information just as you want job seekers to see it.[Return to old Posting Form](#)

## Job Role and Location

**Job Title:** *Use complete words for easier search*

National Account Manager

**Company Profile:** *Brandbuilder*

Univision Communications Inc.

**OR Company Name:** *Enter confidential for anonymity***Branding Type:**☒ Job Skin☐ None

Univision Management Co(16 Mar 2010)

**Job Categories :** *General duties or responsibility*

Sales

[Add another category](#)**Industries:**

Broadcasting - Radio - TV

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## Detailed Job Location

**Choose Previous Address:**[Please Choose an Address or Enter a New One](#)

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☐ [Enter a new location](#)[Add As Additional Location](#)[Clear Fields](#)**Please remember:** A job posting will be used per location. For additional locations, you will be posting additional**Relocation Expenses Covered?:**☐ No☒ Not Specified☐ Yes

## Job Description & Requirements

Enter the job description:

Upload a job description:

Accepted formats: .docx, .doc, .txt and .rtf. Max size: 1mb.

JOB TITLE: National Accounts Manager  
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REPORTS TO: Director of Sales

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- Interact with National Sales Manager and Multi-Market Offices to recap local and regional client

Design

HTML

Words: 232 Characters: 1620

Enter the job requirements:

Upload job requirements:

Accepted formats: .docx, .doc, .txt and .rtf. Max size: 1mb.

## EDUCATION REQUIREMENTS:

- Bachelor's degree or above

## EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

- Bachelors degree or above
- Minimum 5 years of advertising sales experience, management experience preferred.
- Excellent written and verbal communication skills

Before submitting your job, check out what your Job Seekers will see. This will allow you to make changes to your job prior to submitting it.

[Preview Job](#)

Job Type: Internal - only for CSH clients

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Following would be a plus:

Location: United States

- Spanish conversational ability
- Knowledge of Donovan, Arbitron, OSI, Matrix, Concur, Nielsen, Kantar

## INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

JOB TITLE: National Accounts Manager

JOB NUMBER: KAKW12-06

Sales: 877-FILL-A-JOB (877-345-5256)

Design

HTML

Words: 104 Characters: 726

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**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:21 PM  
**To:** 'sunnie.allen@vc.edu'  
**Subject:** Job opening for Univision - KAKW#2012-06  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:23 PM  
**To:** 'lrodriguez@gahcc.org'  
**Subject:** Job Posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:23 PM  
**To:** 'career.services@southwestern.edu'  
**Subject:** Job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,



**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:23 PM  
**To:** 'spandya@itt-tech.edu'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

## Blanca Gaytan

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:24 PM  
**To:** 'humanresources@htu.edu'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:24 PM  
**To:** 'carolhancock@concordia.edu'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

## Blanca Gaytan

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:25 PM  
**To:** 'bwilkes@lulac.org'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

**Blanca Gaytan**

---

**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:26 PM  
**To:** 'cynthia.rivera@theeb.state.tx.us'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.

Thank you,

## Blanca Gaytan

---


**From:** Blanca Gaytan  
**Sent:** Thursday, March 22, 2012 12:25 PM  
**To:** 'Courtright, Michelle (CMG-Austin)'  
**Subject:** job posting  
**Attachments:** KAKW #2012-06 National Account Manager.docx

Hello Michelle,

Enclosed is a copy of the most current job opening for Univision Austin. Please post the attached copy on your employment board.

Thank you for your support and cooperation. Please confirm receipt.


Thank you,



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Austin Community College



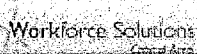



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## Lydia Luna-Buchmann

---

**From:** jobs@tvjobs.com  
**Sent:** Thursday, March 15, 2012 1:57 PM  
**To:** Lydia Luna-Buchmann  
**Subject:** TVJobs.com - National Account Manager job posted

### JOB POSTING NOTIFICATION FROM TVJOBS

Lydia Luna-Buchmann,

Your "National Account Manager" position was just posted in the TVJobs.com Database and is now available online...

Station : Univision

Position: National Account Manager (KAKW2012-06)

Category: Sales - National Sales Manager Job ID : TVJ#34182466 Posted : 3/15/2012 Expires : 4/15/2012 Status :

Registered Employer - Job Posted Ad Text :

National Account Manager

**JOB TITLE:** National Accounts Manager  
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**REPORTS TO:** Director of Sales

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Austin, TX 78756

Or email [ccmartinez@univision.net](mailto:ccmartinez@univision.net)

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3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at 1 am PST on 4/15/2012.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.
6. If you would like to verify that the actual job listing is online, point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=7515091418808636>

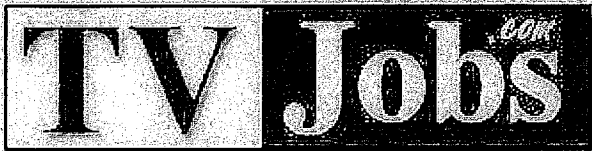
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Thank you very much for posting your available positions at TVJobs.  
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 Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs.com  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

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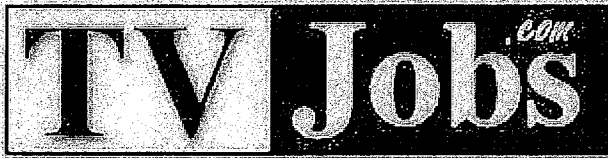
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Job Title (Click on the link to view job)	Posted On	Expires On	On-line # Days	Viewed # Times	Remaining # Days	Posted By	Modify / Expire	
<a href="#">National Account Manager (KAKW2012-06)</a>	3/15/2012	4/15/2012	1	0	31	<a href="#">Lydia Luna-Buchmann</a>	<a href="#">Modify</a>	<a href="#">Expire</a>
<a href="#">Assignment Editor/Producer (KWEX12-03)</a>	3/14/2012	4/14/2012	2	1	30	<a href="#">Lydia Luna-Buchmann</a>	<a href="#">Modify</a>	<a href="#">Expire</a>
<a href="#">General Manager (KWEX12-02)</a>	2/24/2012	3/24/2012	21	35	9	<a href="#">Lydia Luna-Buchmann</a>	<a href="#">Modify</a>	<a href="#">Expire</a>

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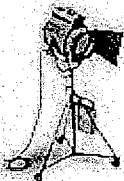


Broadcast Employment Services



Univision (Univision) San Antonio, TX

**Position** National Account Manager  
**Reference #** Will be assigned when submission is completed ...  
**Type** Television  
**Full / Part** Full Time - Regular  
**Language** Spanish Helpful  
**Experience** 5 Years  
**Posted** 3/15/2012  
**Closes** 4/15/2012  
**Time Left** 31 Days  
**DMA** #36  
**Found In** Sales - National Sales Manager



## National Account Manager

**JOB TITLE:** National Accounts Manager  
**LOCATION:** Austin & San Antonio (located in Austin)  
**DEPARTMENT:** Sales  
**REPORTS TO:** Director of Sales

## POSITION OVERVIEW:

The National Account Manager will develop and manage client relationships within a local market / region, particularly with local clients with multi-market potential or influence (e.g., Quick Service Restaurants, auto dealers, beer distributors, regional marketing teams of large corporations) and will supervise the National Accounts Coordinator who performs the more transactional tasks associated with multi-market buys relating to their market.

## FUNCTIONAL RESPONSIBILITIES:

- Develop and monitor contact strategy and account plan for critical influencers in the local market, e.g., QSR franchisees, auto dealers, beer distributors
- Coordinate across corporate resources (e.g., category research team) and work with other sales teams to build business case (e.g., why Univision, why market, why relevant for category etc.)
- Own relationship, present to and influence above-mentioned clients, working in partnership with Account Executives servicing their local buys where relevant
- Supervise National Accounts Coordinator who is accountable for quoting rates, inventory availability etc. to multi-market Account Executives in other markets
- Interact with National Sales Manager and Multi-Market Offices to recap local and regional client meetings on a regular basis
- Travel within and outside of Texas Region as necessary based on station's needs
- Assist in forecasting Multi-Market revenue with National Sales Manager



## Supplemental Information

Salary Type

Salary Range

Starting Salary / Year

Starting Salary / Hour

Job Type

Full Time -  
Regular

Hours

Workweek

Scheduled on Holidays

Start Date

Probation Period

Benefits

Benefit Premium

401K Plan

Vacation

Paid Sick Leave

Phone Calls

Agent Phone Calls

Résumé

Cover Letter

References

Salary History

Tape / Reel

Tape Format

Tape Return

Director's Track

FAX Résumé

No

TVJobs.com E-Résumé

No

Degree Required

Contract Required

Contract Length

Special Requirements

Driver's License

Insurance

Good Driving Record

Heavy Lifting

- Prospecting and generating new business accounts
- Facilitate local executions for national accounts

**EDUCATION REQUIREMENTS:**

Bachelor's degree or above

**EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

- Bachelors degree or above
- Minimum 5 years of advertising sales experience, management experience preferred.
- Excellent written and verbal communication skills
- Ability to influence and inspire others
- Understands region/market dynamics

Following would be a plus:

- Spanish conversational ability
- Knowledge of Donovan, Arbitron, OSI, Matrix, Concur, Nielsen, Kantar

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

JOB TITLE: National Accounts Manager

JOB NUMBER: KAKW12-06

C/O: KAKW TV 62

Attn: Christine Escobar

Re: #KAKW12-06

2233 W. North Loop Blvd.

Austin, TX 78756

Or email [ccmartinez@univision.net](mailto:ccmartinez@univision.net)

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Previous Applicants

Local Apartment Rental

Moving Expenses

Union Position

Union Contract Expires

Confirmation Letter

Rejection Letter

Feedback

Drug Screen

Proof of Eligibility to work in U.S.  
Required

Equal Opportunity Employment

Yes

EOE Data Form

Yes

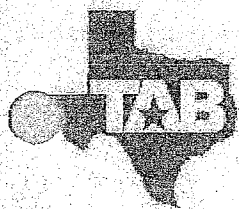
Application Form

No

<-- Make some changes

Accept (Final) -->







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# Manage Job Listings

Posting Date	Ad Title	City	Edit	Delete
03/14/2012	<a href="#">Assignment Editor/Producer</a>	San Antonio		
02/24/2012	<a href="#">VP/General Manager</a>	San Antonio		
03/15/2012	<a href="#">National Account Manager</a>	Austin		

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## Lydia Luna-Buchmann

**From:** no-reply@tab.org  
**Sent:** Thursday, March 15, 2012 1:51 PM  
**To:** Lydia Luna-Buchmann  
**Subject:** Job posted

Thank you for posting a job opening in the Texas Association of Broadcasters' Job Bank.

Visit the [TAB Job Bank](#) to:

- print a copy of the job opening for your EEO files
- Manage your job postings
- Search available candidates

Questions? Contact [Craig Bean](#) or call (512) 322-9944

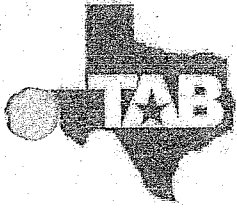
Texas Association of Broadcasters

502 E. 11th St., Ste. 200, Austin, TX, 78701

Ph: (512) 322-9944

Fax: (512) 322-0522





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# Employers - Post a Job

Employers fill out the form below to place your JOB LISTING in the TAB Job Bank.

Items marked with \* are required fields.

First Name\*

Lydia

Last Name\*

Luna-Buchmann

Email\*

lydial@univision.net

☐ Do NOT include Email in listing

Phone\*

210-242-7426

(Ex: 555-555-5555)

☐ Do NOT include phone number in listing

City\*

San Antonio

State\*

Texas

Station/Company

Univision

Company Web site

univision41.com

Job Category\*

☐ Radio

☐ Television


☐ TAB Associates and Broadcast Firms

Listing Title\*

National Account Manager

Job Description\*

JOB TITLE: National  
Accounts Manager  
LOCATION: Austin &  
San Antonio  
DEPARTMENT: Sales  
REPORTS TO: Director of  
Sales

 [Preview your Job Description text](#)

In order to post jobs on the TAB Web site, you must declare that you are an Equal Opportunity Employer.\*

☐ Equal Opp Employer

☒ I Do Not Agree

Remove after\*

days

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Phone: 512-448-8530  
Email: [seu.careerplan@stedwards.edu](mailto:seu.careerplan@stedwards.edu)  
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## Viewing Job: 15213/National Accounts Manager

Profile View | Position Information | Posting Information

### Position Information

[\[Edit\]](#)

Please review the information contained in this job posting. Click on the [\[Edit\]](#) link for each section to make any changes.

Click the [\[View Activity\]](#) link above to view all activity for this job posting.

\*Job ID: 15213

\*Job Title: National Accounts Manager

Job Reference Num: KAKW#2012-6

Organization Name: Univision - Television

No of Openings:

Work Schedule:

Hours per Week:

\*Paid/Unpaid: Paid

\*Wage/Salary: 0.00

Employment Start Date:

Employment End Date:

Supervisor:

\*Job Description: JOB TITLE: National Accounts Manager

LOCATION: Austin & San Antonio

DEPARTMENT: Sales

REPORTS TO: Director of Sales

#### POSITION OVERVIEW:

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- Travel within and outside of Texas Region as necessary based on station's needs
- Assist in forecasting Multi-Market revenue with National Sales Manager
- Prospecting and generating new business accounts
- Facilitate local executions for national accounts

#### \*Qualifications: EDUCATION REQUIREMENTS:

- Bachelor's degree or above

#### EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:

- Bachelors degree or above
- Minimum 5 years of advertising sales experience, management experience preferred.
- Excellent written and verbal communication skills
- Ability to influence and inspire others
- Understands region/market dynamics

Following would be a plus:

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- Knowledge of Donovan, Arbitron, OSI, Matrix, Concur, Nielsen, Kantar

\*Application Instructions: INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:

JOB TITLE: National Accounts Manager

JOB NUMBER: KAKW12-06

C/O: KAKW TV 62

Attn: Christine Escobar

Re: #KAKW12-06

2233 W. North Loop Blvd.

Austin, TX 78756

Or email [ccmartinez@univision.net](mailto:ccmartinez@univision.net)

UNIVISION IS AN EQUAL OPPORTUNITY EMPLOYER

Will you be coming on-campus to interview?:

Interview Details :

On-line Application Address :

#### Contact Information

\*First Name: Blanca

Middle Initial: A

\*Last Name: Gaytan

Address Line 1: 2233 W. North Loop Blvd.

Address Line 2:

City/Country: Austin

State/International: TX

Zip/Postal Code: 78756

Map of Address Above : [Online Map](#)

\*Phone: 512-533-2803

Fax:

\*Email : [bgaytan@univision.net](mailto:bgaytan@univision.net)

Website :

#### Posting Information

[Edit]

Job Location: Austin & San Antonio

Job Category: Sales

\*Position Type : Job/Full-time

Applicant Type: Alumnus of Graduate program

Minimum GPA:

Graduation Start:

Expected graduation (month and year):

\*Classification: Alumni

\*Degrees: Bachelor's Degree

\*Majors : Marketing - Graduate

Screen Minimum GPA: No

Screen Graduation Range: No

Screen Classification: No

Screen Degrees: No

Screen Majors: No

\*Post Date: 3/22/2012

\*Expiration Date: 5/21/2012

Show Contact Info: Yes

Allow Online Referrals: Yes