Putting the power of cable to use for local, regional and national advertisers.

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of on air, online and on demand media to use for local, regional and national advertisers. We are focused on moving the advertising industry forward with advanced technologies and innovative products to reach, engage and connect with audiences most effectively and efficiently.

In the California Region
- Offices serve the SF Bay Area, Sacramento, Monterey and Fresno markets
- Represent advertising sales for Comcast Cable, as well as Mediacom, Wave Broadband, DirectTV, Dish, Charter, Suddenlink
- Advertising sales for more than 50 popular cable networks, XFINITY.com, and video on demand (VOD) platforms.

Key Roles
- Account Executive
- Associate Account Executive
- Sales Coordinator
- Marketing and Promotions
- Video and Online Production

To see the full list of career opportunities at Comcast Spotlight, and apply online, visit www.comcast.com/careers and use search term Advertising Sales.

Comcast is an EEO/AA/Drug-free Workplace.

These are the traits we look for in our salespeople. After all, they are the engine of our company. And it’s what makes them the best in the business.

Our sales team helps clients to determine the most effective advertising to accomplish their goals. They consult with clients to discover business problems, then create multi-platform advertising solutions. Their media toolkit includes Comcast Spotlight’s well-known cable networks (some of the most powerful brands), the wildly popular XFINITY website, and emerging media products that are redefining the advertising industry.

Do you have what it takes?

A career in media sales with Comcast Spotlight can be very rewarding, especially for the most determined, most driven, and those with the desire to earn their financial success. If this describes you, you’re on your way!

- Able to identify and approach new prospects strategically, develop consultative relationships, and close business
- Strong drive to maintain and increase sales volume from established accounts by understanding their business and customer needs
- Meet budgeted revenue goals and activity levels on a monthly, quarterly and annual basis as defined by your market
- Desire to quickly gain strategic expertise of our full suite of products including on air, Internet and emerging media products
- Exceptional communication and presentation skills
- Good organizational skills for completing required documentation, reporting, and customer records accurately
- Generates creative marketing and promotional ideas

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Benefits Overview

Comcast provides a rich, competitive benefits package for both full-time and part-time employees (if you’re part-time, benefits will vary depending on how many hours you work per week). And we’re continually evaluating existing and future benefits, with the well-being of every Comcast employee in mind. Read on for a look at some of the extraordinary benefits we offer. After all, why should our employees expect anything less of us than we expect of them - the best!

- **Health Care Coverage** - Comprehensive medical, prescription, dental, and vision.
- **Life Insurance** - Basic Life Insurance provides a benefit of 1 1/2 times annual base earnings. Optional additional, spousal, and child life insurance are also made available for purchase.
- **Short-Term Disability** - Fully funded short-term disability benefits may continue for up to 26 weeks per calendar year.
- **Long-Term Disability** - Regular full-time employees automatically receive a basic level of Long-Term Disability coverage with the option to purchase supplemental coverage.
- **Employee Assistance Program (EAP)** - The EAP provides assistance with a wide range of personal issues and concerns on a confidential basis.
- **Education** - Comcast reimburses up to $5,750 per calendar year for approved undergraduate and graduate degree-completion programs.
- **Vacation/Holiday** - Employees are entitled to seven national paid holidays, eight flex days, three floating holidays depending on length of service, eligibility and date of hire. Vacation accrual is based on years of service, with ten days being the maximum per year for service under five years.
Courtesy Services - Eligible employees must be in a Comcast-serviceable area to request the following courtesy services:
  • Basic Cable service, all pay services, discounted Pay-Per-View, and two outlets
  • High-Speed Internet service - Employees receive one free cable modem, including installation, and may choose to add other services at a discounted rate
  • Digital Voice or Digital Phone where available, at a discounted price

Future Investments - As part of our 401(k) retirement investment plan, employees are eligible for tax-deferred savings of up to 50% (or up to the annual IRS limits) of qualified earnings through a payroll deduction and can choose from a variety of investment funds. Comcast matches 100% of an employee's first 4.5% of savings (or up to the annual IRS limits). A Roth 401(k) option has been added for 2011, this retirement investment plan option is on post-tax contributions.

Employee Stock Purchase Plan (ESPP) - The ESPP offers employees an opportunity to purchase shares of Comcast stock at a 15% discount. Each quarter, eligible employees may elect to contribute up to 15% of their pay (not to exceed $10,000 per year) toward the purchase of Comcast stock through payroll deductions. At the end of the quarter, the contributions will be used to purchase shares.

Additional Voluntary Benefits - Comcast offers voluntary benefits including group legal services, homeowners insurance, pet insurance, auto insurance, identity theft insurance, commuter benefits, and long-term-care insurance through convenient payroll deductions. There is also a Preferred Mortgage Program.

Employee Referral Program - No matter where you work or where your referral is hired, you will receive a referral bonus thanks to Comcast's national referral program. In addition, there is a quarterly program that gives employees the chance to win prizes.

Adoption Assistance Program - The Adoption Assistance Program provides reimbursement for expenses associated with adopting a child. The maximum reimbursement is $10,000 for each legal adoption.
Overview

The Associate AE Training Program provides hands-on training, coaching, mentoring, assessments and product knowledge in a supportive learning environment. The program is a 12 month-program following two phases:

Phase 1 (On-boarding, Technical & Operational Core Training – 6 months)
The main objective in Phase 1 is to orientate program participants to Comcast Spotlight while also providing them with a solid foundation in technical operations and sales support systems.

Phase 2 (Core Sales Development – 6 months)
Phase 2 is comprised of three components, focused on mastering core sales development skills, sales field readiness and sales proficiency competencies.

- **Core Sales Development** - Focuses on understanding the sales philosophy, sales tools, and resources required for general account management.

- **Sales Field Readiness** - Provides intense coaching, assessment and feedback on the sales cycle.

- **Sales Proficiency** - Focuses on incorporating and mastering the elements in Phase 1 and 2, with coaching from a Senior Account Executive. At the end of the six-month, the program participants should demonstrate the ability to execute the full sales cycle and well on their way to perform as a productive selling Account Executive.
Core Responsibilities of Program Participants

- Actively participate in the full 12-month training and mentoring program.
- Successfully complete periodic assessments throughout the program.
- Sell products and services by soliciting advertising dollars from regional clients and advertising agencies in accordance with the Comcast Spotlight’s sales guidelines, strategies and policies.
- Offer zone buying to allow small advertisers the opportunity to reach only the customers in their retail trading areas.
- Seek new customers by continuously prospecting following Comcast Spotlight’s planned sales strategies and tactics.
- Analyze confidential information, prepares reports, manuals, agendas and general correspondence.
- Present opportunistic packages every month to prospective or regional active advertisers to generate incremental revenue.
- Complete required documentation and reporting for the proper processing of contracts, advertising schedules, sales calls, and expense reports.
- Maintain up-to-date customer and prospect records and participate in development of sales forecasts.

Participant Requirements

- 0-2 years related sales experience
- BA/BS in business, marketing advertising sales or related field
- Demonstrate strong leadership and relationship management skills; experience with Customer Relationship Management software is a plus
- Demonstrate excellent PC skills, organizational skills and strong verbal and written communication skills
- Openness to relocation