Job Description

Account Executive

Job Code: ACCOUNT
EEOC Class: Sales
Pay Type: Exempt
Posting Date: 3.7.13

Scope
Responsible for working with businesses to create an effective radio and digital marketing campaign, maximize sales revenues, and achieve goals set forth by the company.

General Responsibilities
- Sells advertising time/internet space and works with advertisers to help market themselves to the station’s listeners.
- Coordinates all aspects of client radio advertising campaign including copy, production, billing, remote broadcast, collections, and even marketing.
- Regularly meet with prospective and current clients to create and maintain sales relationships.
- Develops new business in selected markets and/or geographic locations as well as manages accounts.
- Assist with collections, accounts receivable, and customer service functions as needed.

Required Knowledge, Skills and Abilities
- Knowledge for sales principles and practices
- Must have means of transporting one’s self to make required sales calls and meetings
- Excellent negotiating, verbal and written communication skills
- Computer Literacy in applicable programs
- Problem solving ability and skill in prioritizing
- Ability to multi-task and handle deadlines

Education and Licensing and Insurance Requirements
- High School Diploma
- Must possess valid state drivers license
- Must provide required proof of personal vehicle insurance
- Must provide Motor Vehicle Record and meet grading requirements

Physical Requirements
- May require lifting or moving up to 25 lbs
- Must be able to sit for extended periods of time

Contact: Tammy Boyd – Director of Sales
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