

Scope:

Position: Account Executive

SCOPE: LSA Status: Exempt
Reports to GM/DOS

Responsible for implementing radio and/or internet sales programs designed to maximize sales revenues and achieve revenue goals set forth by the company. This job description may be modified at any time as deemed appropriate by management or as consistent with the essence of the job.

DUTIES AND RESPONSIBILITIES:

- Sells advertising time/internet space (as applicable) 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, collections, remote broadcasts and event marketing.
- Regularly meets with prospective and current clients to create and maintain sales relationships.
- Develops new business in selected markets and/or geographic locations.
- Supports program management in developing strategies, quantifying costs and benefits, developing business cases, identifying opportunities for quick wins, etc.
- Assists with collections and accounts receivable functions as needed.

REQUIRED KNOWLEDGE SKILLS AND ABILITIES:

Knowledge of all applicable FCC rules and regulations. Knowledge of sales principles and practices. Knowledge of products, customer, needs, competition and market trends. Excellent negotiating, verbal and written communication skills. Ability to work independently without immediate direction or supervision. Computer literacy in applicable programs. Problem solving ability and skill in prioritizing tasks. Ability to interact with management and staff at all levels. Ability to multitask and can handle pressures and deadlines. Training available for the right candidate.

EDUCATION AND LICENSING REQUIREMENTS:

High school diploma. A valid drivers license

PHYSICAL REQUIREMENTS:

May require lifting or moving up to 25 lbs. Able to sit for extended periods of time.