

West Virginia Broadcasters Association

Account Executive-Charleston WV

Jobs in Broadcasting ,United States



Job Description

Join one of the West Virginia's largest and most advanced media groups!

WVRC Media has an immediate opening for a marketing professional to represent and sell broadcast and digital marketing products and services in the greater Charleston, WV area. Products include WVRC radio stations, like WRVZ, WKWS, WCHS, WVAF, WKAZ, and WVRC Digital solutions - including digital display, geo-fencing, targeting emails, video pre-roll, SEO, OTT and more.

We're passionate about providing the best advertising tools for our clients and demonstrating continued success and service. If you have a degree in advertising, marketing or communications, or five years of experience in the field of advertising and marketing, we should talk. A successful candidate will have excellent communication skills, an attention to detail and a well-rounded knowledge of marketing and advertising concepts. Today's media landscape requires more than just a sales background - it requires an understanding of multi-media tools and strategies - and that's what we're looking for.

Main duties include establishing and developing long-term business relationships; identifying and securing new business opportunities; presenting campaign proposals; generating creative ideas and solutions; tracking and reporting on business successes.

Responsibilities:

- Provide advertising solutions and marketing strategies for clients that achieve their business and marketing objectives;
- Present the products and services of WVRC Media and WVRC Digital including radio and digital marketing products;
- Identify prospective business opportunities with new and existing customers to grow revenues;
- Establish and maintain open lines of communication to ensure strong customer relations;
- Follow-up on all generated business to assure customer is being provided exceptional customer service and results;
- Continue to increase knowledge of marketing tools, techniques and strategies to ensure high level of expertise.

Requirements:

- Background and understanding of fundamental marketing and advertising principles and strategies.

- Bachelor's degree in a related field is highly desirable.
- Prior media sales experience is an advantage, but not necessary.
- Must have reliable transportation.
- Must present and communicate in a highly professional manner.
- Excellent verbal and written communication skills.
- Must be organized with strong time management skills.
- Possess proven analytical problem solving solutions for the customer and the company.
- Computer proficiency in Windows and Microsoft applications.
- Possess strong presentation, negotiation, and closing skills.
- Must be self-motivated and able to work independently to meet or exceed goals.

Other qualifications:

- Be able to think creatively and generate creative
- Able to pay close attention to detail.
- Be able to work calmly and effectively under pressure, react quickly, and meet tight deadlines.
- Possess confidence and determination to pursue leads, overcome obstacles and secure deals.

WVRC Media offers a very competitive compensation package with salary plus unlimited commissions, 401K (with employer match), and excellent medical, dental, and vision packages.

If you meet the above criteria, please send cover letter and resume to jobs@WVRadio.com

WVRC Media is an equal opportunity employer and is dedicated to providing broad outreach regarding job vacancies. We seek the help of local organizations in referring qualified applicants to our company. Organizations that wish to receive our vacancy information should contact Kelly Ayersman at WVRC Media by calling 304-296-0029.

Company Details

Name	Kelly Ayersman
Phone	3045543905
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Address	260 Spruce St,United States - 26505

More details

Business Name	WVRC Media
Education	High School
Job Type	Full Time
Job Status	Interviewing
Job Shift	Morning
Required Travel	As Assigned
Link To Apply	Apply Online