

West Virginia Broadcasters Association

Account Executive

Jobs in Broadcasting ,United States



Job Description

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

WVRC Media is looking for another sales expert to join our growing team! It's a unique opportunity for an aggressive, confident and competitive marketing professional to represent and sell broadcast and digital marketing products and services in the Martinsburg, WV/Eastern Panhandle region of WV. If you have been in or are currently in a marketing position, we want to talk to you! If you are a people person, a hustler, and like the ability to earn as much money as you want, let's talk!

Specific products include advertising and marketing products with WLTF(97.5FM), WICL(95.9 The Big Dawg), WXDC(COOL 92.9FM), WEPM(93.7FM/1340AM), and WCST(93.5FM/1010AM) radio stations and WVRC Digital's enormous suite of digital products. A background of success in the sales and marketing, advertising or communication fields is preferred.

Main duties include handling an established list of customers, establishing and developing new 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 and marketing solutions for clients that achieve their objectives, increase business and foster strong working relationships,
- Seek out prospective customer/business opportunities with new and existing customers,
- Establish and maintain customer relations in order to grow profitable sales,
- Present products and services of WVRC Media including radio and digital marketing options,
- Follow-up on all generated business to assure customer is being serviced and to document the outcome of the proposed solutions.

Requirements:

- Bachelor's degree is desirable.
- Prior media sales experience is an advantage, but not necessary.
- Must have reliable transportation.
- Must present and communicate in a professional manner.
- Can 'talk to anyone'.
- Must be organized with good 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 original ideas.
- Able to pay close attention to detail.
- Be able to work calmly and effectively under pressure, react quickly, and meet tight deadlines.
- Be able to handle rejection.
- Have the confidence and determination to pursue leads, overcome obstacles and secure deals.

WVRC Media offers a competitive salary and unlimited commissions, plus health benefits and a 401k program. WVRC Media is an Equal Opportunity Employer.

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 West Virginia Radio Corporation by calling 304-296-0029.

Company Details

Name	Kelly Ayersman
Phone	3045543905
Email	kelly.ayersman@wvradio.com
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