



## Account Executive – Traverse City Area



### Experience needed:

QUALIFICATIONS: High school graduate; college preferred. Minimum 2 years' experience in sales/marketing; Experience in radio advertising sales, online marketing & digital assets is required; must have basic knowledge of Microsoft Office. Requires valid driver's license, vehicle insurance, and dependable transportation. Must possess excellent organizational/time management skills. Must be self-motivated, self-disciplined, have a positive attitude and be an effective communicator and story teller.

### Job Description:

#### **ESSENTIAL DUTIES & RESPONSIBILITIES include the following:**

- Generate revenue through ad sales on air, and online revenue through streaming, banner display, and other digital properties.
- Experience in email marketing, banner display, retargeting, and social media Contact prospective customers to sell radio packages for broadcasting station inclusive of commercial spot inventory, digital and streaming packages and non-traditional revenue.
- Spend at least 75% of work time engaging in sales and solicitations outside of the office.
- Proactively prospect and perpetually grow their contact list Build business from advertisers who have local marketing budgets
- Responsible for exceeding sales budget and collection of sold accounts.
- Maintain account lists while soliciting new business.
- Prepare promotional plans, sales literature, and advertising proposals.

#### **Develop and maintain relationships with clients by providing top quality service.**

- Investigate and resolve customer problems.
- Communicate with other departments to assure quality service in placing orders and arranging promotional events.
- Attend sales meetings, training sessions, and client remotes.
- Performs all other tasks perceived, assigned, and/or required that contribute to the smooth running of the department and to the achievement of departmental and station goals.

Black Diamond Broadcasting is an equal opportunity employer.

Submit Resumes to; [sdunlap@blackdiamondbroadcasting.com](mailto:sdunlap@blackdiamondbroadcasting.com)

