

SALES and MARKETING EXECUTIVE (Monmouth) – Conducts the Marketing

Sales activities, directs and develops Regional Sales efforts and Event/N-T-R/Co-op Sales programs, assists in hiring and training of local station sales staffs as appropriate, develops sales plans and goals, studies and understands the competitive advertising market, works with the station programming teams to develop sales opportunities, and helps design and implement sales and marketing promotion campaigns.

POSITION OBJECTIVE:

To grow market and station revenues at the local and regional levels through planning and presentation of effective sales programs and development of strong customer relationships, and through participation in activities at the local market sales team level, driven by a clear understanding of and accountability for maintaining the Company's sales strategies and policies.

POSITION REQUIREMENTS:

Develop Regional direct retail and agency sales activities, especially in but not limited to the Monmouth, Galesburg, Burlington and Macomb markets.

- Design and present effective marketing campaigns to help local businesses grow in our local markets.
- Assist in the development of local efforts to grow share of co-op advertising revenues available. .
- Work with local market sales teammates, program directors and programming staff to develop program-related sales opportunities.
- Participate in training of local market Account Executives on sales techniques and non-traditional revenue approaches.
- Work independently and with local market Account Executives in the planning and presentation of Regional Sales programs and assist Account Executives with management and service of their accounts.
- Strong written, digital and oral communication skills.
- Strong leadership, motivational, negotiation and problem- solving skills.
- Ability to handle multiple tasks.

-Ability to exercise sound judgment and initiative in dealing with problems in an innovative way.

-Must be a self-starter, capable of performing independently and effectively.

-Work in compliance with Company policies and procedures.

-Work effectively in a team environment; maintain a positive and cooperative rapport with staff, management, and clients.

-Project an appropriate professional appearance and demeanor.

-Possess and maintain a valid driver's license and appropriate auto insurance coverage.

-Other duties as assigned by the Owners and Operators.

PREFERRED QUALIFICATIONS, BUT NOT REQUIRED:

-College degree preferred with emphasis in Communications, Business, Marketing or related field.

-Proficiency in MS Word, Excel, Canva, Google Docs, and PowerPoint preferred; proficiency must be developed by six months of employment.

PHYSICAL DEMANDS:

-Ability to read computer monitor and small printed numbers.

-Manual dexterity to operate computer, telephone and other office machines.

-Ability to handle moderate stress on a regular basis with periods of high stress and deadline pressure.

-Lift, move, and carry up to 30 pounds on occasion.

-Regular travel for client and agency meetings and activities throughout the region.

-Occasional off-site (on-location) broadcasting and promotional activities.