

Sales and Marketing Account Manager

We are looking for a talented Sales and Marketing Account Manager to undertake marketing projects for the benefit of our company in Bryan-College Station, Texas. You will organize creative campaigns and promotional events that can make a difference for our company's success according to trends and customer requirements. The ideal candidate will be passionate for the "art" of marketing and will have an abundance of ideas for building efficient strategies. Successful candidate must bring forth a strong arsenal of techniques and methods to promote our products, services, and public image.

Responsibilities:

- Organize and oversee advertising/communication campaigns (Radio, TV, digital, social media, etc.) and promotional events
- Conceive and develop efficient and intuitive marketing strategies
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities

Skills Required

- Proven experience of 2 years or more as marketing executive or similar role
- Good understanding of market research techniques, data analysis and statistics methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Familiarity with social media and web analytics (e.g. WebTrends)
- Excellent communication and people skills

Salary plus commissions and great benefits. Brazos Valley Communications is an equal opportunity employer. Females and minorities encouraged to apply. Please send resume to: johns@brazosradio.com