

## **Sr. Account Executive/Cape Girardeau**

The audio revolution is here – and RADIO has the number one reach in America. Radio reaches 90% of Americans every month – that’s more reach than TV too – and almost 4 times the size of the largest ad-supported music streaming service. We can create and produce stand-out radio branded commercials that get results for our clients. We have powerful radio brands that have loyal audiences which enables our clients to build top-of-mind awareness like no one else. We have plenty of digital products to provide our clients with multiple ways to increase their business. As a result, we’re able to offer top achievers the opportunity to build an outstanding book of business that will lead to tremendous financial success. We are in a rebuilding phase. This means extra opportunities for you to make huge inroads and gain market share quickly. We are looking for a Senior Account Executive who understands the selling process and knows how to build an unshakeable rapport with clients.

What We Need: We're seeking a skilled Account Executive

What You'll Do: Immerse yourself in learning radio marketing + Digital Marketing Products (we are constantly innovating and growing!). Identify and develop new business opportunities while maintaining a pipeline of sales prospects and nurture relationships with the existing client base. Identify new opportunities and develop persuasive proposals to meet each client/agency evolving needs. Collaborate with internal partners to drive revenue and meet/exceed established sales targets. Create effective marketing campaigns in line with the Withers brand and resources. Deliver compelling sales presentations with confidence. Maintain productive client communication to ensure client satisfaction. Monitor competition to continually prospect new account leads. Follow all station procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts, and competitive analysis.

What You'll Need: A desire to learn and grow! Independent, self-motivated, competitive, assertive personality. Strong problem-solving, analytical, and time-management skills. Persuasive communication skills: verbal, written, and presentation. Strong client service relationship-building skills. Ability to plan and organize, set priorities, and multi-task in a fast-paced environment. Stress tolerance, especially with tight deadlines and financial pressures. Digital/Media Sales experience is a plus. Proven sales experience is a plus. Drive your own vehicle with a valid driver’s license and state-mandated auto insurance. Microsoft Office suite and social networking platforms skills.

What You'll Bring: Respect for others and a strong belief that others should do this in return. Confidence to prospect and quickly build rapport with customers. Knowledge of the media industry and related sales processes. Desire to broaden sales capabilities and knowledge base. Accountability for your own work and a desire to provide guidance to new team members. Ability to build a territory plan or account approach. Objective judgment and prior experience in solving business problems. Strong written and verbal communication, comfortable applying active listening and influencing skills to drive sales. Understanding of impact of your own efforts to meet sales quotas.

Location: Cape Girardeau, Missouri

Position Type: Regular

Time Type: Full time, 8a-5p, occasional evenings and weekends for events

Pay Type: Salaried (\$50k first year)

Benefits: Competitive pay/commission structure based on experience • Health, dental and vision insurance access • Matching 401k retirement plan • Paid holidays and vacation time

**How to apply:** email your cover letter and resume to [nextleader@mywithersradio.com](mailto:nextleader@mywithersradio.com) with this position in the subject line.

EEO Statement: Withers Broadcasting is an equal opportunity employer.