



P.O. Box 1998, Columbus, GA 31902 (706) 576-3565
www.dbiradio.com

Job Posting

Job Title: Sales Account Manager

Opening: December 23rd – February 1, 2025

Job Function: We are seeking an account manager that has a self-motivated and assertive personality that can be leveraged to develop new businesses and grow existing radio and digital accounts. Davis Broadcasting is looking for an efficient problem solver, an effective oral and written communicator, and a meticulous multi-tasker focused on moving our clients forward. Our ideal candidate has respectable time management skills, including being on time for work and appointments. They also interact positively with all DBI internal department staff.

Key Responsibilities:

- Identify and acquire new clients to expand our client portfolio while maintaining a healthy pipeline within our CRM system
- Build and maintain strong, long-lasting client relationships
- Understand the client’s marketing objective and develop tailored advertising strategies
- Monitor campaign performance, analyze data, and provide recommendations for optimization
- Prepare and deliver regular reports and performance updates to clients
- Stay up-to-date with industry trends and best practices in radio and digital advertising
- Identify growth opportunities within existing client accounts
- Achieve and exceed sales targets
- Ensure client satisfaction and retention through excellent service

Qualifications:

- Bachelor’s degree in Marketing, Business, or related field preferred
- Excellent communication and interpersonal skills
- Ability to build and maintain strong client relationships
- Self-motivated, organized and detailed-oriented
- Creative problem-solving skills and proactive approach to challenges
- Proficiency in Microsoft and relevant industry software

What We Offer:

- Competitive base salary and uncapped Bonus structure
- Comprehensive benefits package, including health, dental, and 401(k)
- Ongoing training and professional development opportunities
- Opportunity to work with a diverse portfolio of clients





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How to apply: if you are a results-driven Sales Account Manager with a passion for radio and digital advertising, we want to hear from you. Please submit your resume and cover letter detailing past work experience and education and why you're the ideal candidate for this role to newhire@dbicolumbus.com

About Us:

Davis Broadcasting Inc. is a locally, minority, and family-owned business committed to serving the community while providing broadcast excellence for over 38 years. Our mission is to provide impactful, informative, trusted, and entertaining programming to the local Tri-city community. We work to provide targeted audiences for our advertisers through the utilization of the 6 radio properties of Davis Broadcasting of Columbus and all digital assets and to intentionally and consistently provide services, events and programming that strengthen the civic and cultural life of our local and regional communities.

Davis Broadcasting is an equal-opportunity employer committed to fostering a diverse and inclusive workplace. We consider all qualified applicants for employment without regard to race, color, religion, sexual orientation, national origin, age, disability, veteran status, or any other protected status.

