

Davis Broadcasting Inc. of Columbus

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

Job Posting

Job Title: Sales Account Manager

Opening: June 3- July 26th

Job Function: the ideal candidate has a self-motivated and assertive personality that can be leveraged to develop new business and grow existing radio and digital accounts. Davis Broadcasting is looking for an efficient problem solver, effective oral and written communicator, and a meticulous multi-tasker. 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 maintain a healthy pipeline within our CRM system
- Build and maintain strong, long-lasting client relationships
- Understand 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 wit 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
- Proven experience in sales within the radio and digital advertising industry
- Strong understanding of radio or digital advertising platforms and strategies 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
- Collaborative and creative work environment
- 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 and track record of exceeding sales targets, we want to hear from you. Please submit your resume and cover letter detailing your relevant experience and why you're the ideal candidate for this role to newhire@dbicolumbus.com

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, gender identity, national origin, age, genetic information, disability, veteran status, or any other protected status.

