

Centennial Broadcasting II, LLC

Position Description

POSITION: New Business Development Specialist **PAY STATUS:** Commission Exempt

DEPARTMENT: Sales **LOCATION:** Fredericksburg, VA

PURPOSE:

Under the supervision of the Market Manager is responsible for producing assigned quota of sales revenue necessary to operate the station and produce an acceptable level of profit through rendering the best possible service to his/her clients.

DUTIES & RESPONSIBILITIES:

1. Must have the ability to work independently.
2. Some business to business experience preferred.
3. Prospect and secure new advertisers for the company by offering radio and digital products.
4. Provides continuity department with all necessary copy information to produce advertising commercials for assigned clients.
5. Obtain client approval of advertising commercials/digital advertising.
6. Collects delinquent or overdue accounts receivable for his/her individual clients.
7. Attends any special events, promotions, or remote broadcasts which he/she has personally sold, and when possible, attends any special station promotions for the purpose of gaining personal knowledge.
8. Other duties as assigned by the Market Manager.

EDUCATION & EXPERIENCE:

Previous broadcast sales experience preferred. College degree preferred. Applicant must possess a valid driver's license.

***The job duties set forth above are not all inclusive. Centennial Broadcasting reserves the right to add or change the duties assigned to any employee in its sole discretion.**