

Radio Sales Job Description

A radio sales job executive is responsible for developing, closing and maintaining advertising accounts for the radio stations. Other duties include preparing and doing follow up on media schedules, production, proposals and completing all CRM and management required reports for the company.

Full Job Description

McKibbin Media Group (MMG) is looking for a savvy, highly motivated sales professional to join our Hillsdale team, selling our traditional, digital and event marketing solutions to local small-to-medium sized businesses (SMBs). Our family of radio stations include:

Hillsdale, Mich.

- * WCSR 92.1 FM (Adult Contemporary)
- * 99.5 FM The Dale (Country)

Jackson, Mich.

- * Jackson's Hit Music, K-105.3 FM (Hot Adult Contemporary)
- * WKHM NewsTalk 970 AM/101.5 FM
- * Fox Sports Radio 101.9 FM
- * WIBM The Power Cow 95.9 FM (Country).

This position is primarily for the Hillsdale market.

Our ideal candidate is goal oriented, a relentless hunter, strives to win new business, and has a track record of exceeding monthly goals. If you are passionate about selling, have a deep knowledge of marketing principles and products, and possess excellent presentation and closing skills - then we'd love to talk to you!

Our Ideal Candidate:

- Has an understanding of marketing/sales and how to help customers grow their businesses
- Is self-motivated and results oriented
- Has an outgoing, resilient personality
- Enjoys the thrill of the hunt by bringing in new business

Qualifications:

- Two years of past sales experience is preferred.
- Strong understanding of local marketing/sales and digital media.
- A demonstrated record of success in a fast paced, goal-oriented environment.
- Strong skills in planning, communicating, organizing, and developing customer relationships.
- Ability to develop a strategic sales plan.
- Proficient in prospecting high potential accounts and setting up appointments with key decision makers with the ability to secure appointments weekly with qualified prospects.
- Demonstrates effective listening skills and able to deliver compelling advertising presentations.
- Ability to present a marketing/sales plan that addresses client objectives and reaches the target audience.
- Effectively able to overcome client objections and articulate the value of recommended solutions.
- Strong problem solving and analytical ability are essential.

We offer a competitive pay structure based on experience along with a full benefits package.

Applicants should apply by sending a cover letter and resume to Dennis Worden, McKibbin Media Group General Manager, dworden@k1053.com.