



JOB POSTING

WoodRiverMedia

Account Executive – Sun Valley/ Twin Falls

August 08, 2021

City	Sun Valley/ Twin Falls
State	ID
FLSA Status	Full-time, Exempt
Position Closing Date	until filled

JOB SUMMARY

Wood River Media is looking for a dynamic, self-motivated Account Executive, who can generate radio advertising sales at the client and agency levels in the Sun Valley/ Twin Falls area. As an Account Executive, you will work with prospective and existing clients to determine their current and future advertising needs while maximizing Wood River Media's revenue opportunities.

KEY RESPONSIBILITIES

- Protect the Wood River Media brand, create innovative sales packages and propel the success of the stations in the market.
- Meet or exceed monthly, quarterly, and annual revenue goals for on-air, events and online advertising
- Cultivate new business efforts to grow spot and non-spot revenue
- Understand client marketing needs and objectives
- Ensure on-time payment on all accounts
- Collect accurate information to process orders
- Recognize the value and need for digital media to provide greater solutions for advertisers
- Provide excellent customer service to existing clients to maintain and develop business relationships
- Represent Rich Broadcasting in the highest regard within the community and business environment
- Must be able to develop and maintain effective communications with both internal and external business partners
- Work in compliance with company policies and procedures

QUALIFICATIONS

Work Experience Required

- A minimum of 2 years' experience in sales, advertising and/or marketing

Preferred, But Not Required

- Experience working with radio stations or other media

Skills & Abilities Required

Familiarity with industry, negotiating practices and marketing principles

- Excellent written and verbal communication skills
- Proficient in Microsoft Office applications, Word, Excel, and PowerPoint
- Strong customer service and interpersonal skills
- Able to work independently as well as part of a team
- Flexible with hours and weekends
- Strong ethical business practices
- Possess a valid driver's license

Education Required

- High school diploma

Preferred, But Not Required

- Bachelor's degree in Business and or Marketing, or equivalent experience

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