



**Industry:** Media – Radio

**Office Location:** Kalamazoo, MI & Battle Creek, MI

**Job Openings:** Media Digital Sales Executive

**Start Date:** Immediate

**Position: Media Digital Sales Executive**

**EXPERIENCE/ SKILLS:** As part of an on-going recruitment campaign for our radio and digital advertising sales team, we are looking for an Account Executive who has the ability and desire to make a lot of calls to businesses, create relationships with current and potential clients and create great on-going advertising campaigns. Candidates must demonstrate dependability, passion, strong communication and problem-solving skills. Business acumen, open-mindedness and a sense of what it takes to win are essential.

**PREVIOUS BROADCAST/DIGITAL SALES EXPERIENCE A PLUS.**

**JOB SUMMARY:** A Townsquare Media Digital Sales Executive is the primary contact to existing and prospective customers. You will develop business relationships; sell radio advertising, our digital portfolio of products, event sponsorship and sales promotion packages by performing the following duties:

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Promote and sell advertising programs which include local radio, digital products such as display, streaming, loyalty programs and digital marketing services
- Leverage our live event platform to sell sponsorship and sales programs to new and existing clients
- Cultivate new relationships with local businesses thru effective cold calling & networking
- Develop advertising campaigns for clients, both new and existing
- Prepares advertising schedules, promotional plans, sales literature, proposals and sales contracts.
- Responsible to accurately project revenues, meet and exceed monthly budgets for all product lines and over-achieve annual budgets
- Enter new customer data and other sales contract details for clients into computer database
- Follow accountability set forth by your Sales Manager to help guide you to success achieving monthly sales quotas consistently
- Provide insight and value to executive management to shape the future of our organization