



WURD RADIO, LLC

POSITION DESCRIPTION

TITLE: Account Executive

REPORTS TO: Director of Sales and Business Development

POSITION SUMMARY: The top priority of the Account Executive is to secure advertising sales and sponsorships consistent with the station's programming, company and individual financial objectives. The Account Executive is responsible for presenting WURD and our *On-Air, On-Line and In the Community* brand as a viable marketing resource to clients. You will also commit to effectively providing first class service to those accounts while representing the station in a professional manner through all sales situations.

Specific Job Duties include (but not limited to):

- Responsible for meeting and exceeding monthly and annual sales goals and projections
- Assist with growing Company revenue by developing and implementing marketing strategies that generate short, intermediate and long-term revenues through advertising, and event sponsorships.
- Responsible for development and implementation of client presentations and client services that could include remote broadcasts, event management and on site program support
- Responsible for creating and implementing new business initiatives to expand existing client spending while attracting new accounts
- Collaborate with Executive Management for developing strategic partnerships and other selling relationship with outside organizations
- Attend regularly scheduled meetings as outlined by Management
- Provide written reports on sales activity and other additional reports as requested
- Works with Programming to insure client compliance with station standards relating to client on-air activity
- Consistent accuracy in all sales contracts and trafficking instructions

WURD RADIO, LLC
Account Executive

- Responsible for collecting and turning in all monies assigned to your specific account responsibilities
- Assist in creating PR and Marketing Programs to enhance the image and expand the audience of WURD Radio as requested by management
- Team Player who understands and embraces company initiatives and budget goals
- All other related duties as assigned

Qualifications:

Must have at least 2 years prior experience in Direct and Corporate level business Sales/Marketing. Prior experience in Broadcast/Sales/Marketing and media related fields a plus. Must be results oriented and committed to creating new business opportunities. Must have excellent oral, interpersonal and written communication skills with great follow up. Must have valid driver's license, reliable automobile and automobile insurance. Entrepreneurial spirit is a plus!