

CENTENNIAL BROADCASTING

Position Description

POSITION: Digital Solutions Account Executive

PAY STATUS: SALARY-EXEMPT

DEPARTMENT: Sales

LOCATION: Winchester, VA

PURPOSE:

The Digital Solutions Account Executive will work under the supervision of the Market Manager and Assistant Sales Manager to develop new revenue streams from prospective clients who are utilizing digital advertising products and strategies that can be provided by Centennial's digital partners. These prospective clients will be businesses who have not previously purchased advertising on Centennial radio stations in Northern Virginia.

DUTIES & RESPONSIBILITIES:

1. Identify and call on prospects for our digital advertising platforms on a daily basis with the goal of securing long term commitments to utilize those services we provide which can effectively help grow their business.
2. Work with local staff and Vici Media personnel to prepare advertising campaigns and proposals for presenting and closing sales with the goal of continually growing a base of monthly revenue.
3. Work with our local business department to process any and all paperwork required by the station or Vici Media to implement a digital campaign. This includes working with the Business Manager to obtain necessary payments or credit information as required to follow all company policies pertaining to credit and collections.
4. Facilitate the production of all creative materials required to launch and maintain the advertising campaign.
5. Attend station meetings, training, promotions or any other activities that may be assigned as needed to the betterment of the client's and station's goals.
6. Continue to develop individual skills, knowledge and understanding of our industry, the digital advertising universe, and other applicable strategies to enhance your value and performance through individual, station lead and vendor provided training opportunities.
7. Other duties as assigned by station management personnel.

EDUCATION & EXPERIENCE:

- Strong computer skills with expertise in Microsoft Word, Power Point and Excel programs.
- Valid driver's license and dependable vehicle
- B 2 B prior sales experience and success
- Bachelor's Degree helpful but not required
- Active user of internet and smart phone technologies

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

Competitive salary and excellent benefits package await the successful candidate.

Please send resume, cover letter and compensation requirements immediately to jobs@winc.fm or to:

Joyce Stifler jstifler@winc.fm
Business Manager
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