

Digital and Radio Account Executive

Cape Cod Broadcasting Media (99.9 the Q, Cape Country 104, Cape Classical 107.5, Ocean 104.7 and CapeCod.com) seeks an entrepreneurial individual to be a marketing partner with small to medium sized local businesses.

In this role you will identify and develop new business opportunities; maintain and grow existing clients; offer solutions to help clients achieve their business goals; close business; and meet with prospective clients.

The best candidate will be a digital savvy, goal-oriented individual who likes to outperform expectations.

This is a full-time position that offers an UN-CAPPED compensation structure. If you are confident in your ability to prospect, sell and service, you will be well-compensated and have fun doing it.

Responsibilities

- Identify and solicit new business to refill the sales funnel through prospecting.
- Follow effective consultative selling principles and practices
- Service and grow existing client relationships.
- Develop persuasive proposals to meet needs and opportunities.
- Effective sales presentation skills.
- Advise clients based on market, platform and station information.
- Develop and maintain client communication to build strong client relationships through education, service and results.
- Monitor media competition to find new account leads.
- Create effective radio and digital marketing campaigns.
- Generate revenue to meet established sales targets.
- Candidate must drive their own vehicle with a valid driver's license and state-mandated auto insurance

Qualifications

- Proficient in Microsoft Office suite and social networking platforms
- Strong client service relationship-building skills
- Ability to plan and organize, set priorities and multitask in a fast-paced environment
- Persuasive communication skills: verbal, written and presentation
- Independent; self-motivated; competitive; assertive
- Strong problem-solving and analytical skills
- Ability to adapt to constantly changing workday with tight schedules.
- Flexible and creative
- Professional appearance and work ethic
- Strong interpersonal skills

Work Experience

- 2+ years in media/advertising sales is preferred, but not required
- CRM experience is a plus
- College degree preferred

Email your cover letter and resume to: careers@ccb-media.com

Or forward same to Melinda Baker, General Sales Manager at:

Cape Cod Broadcasting Media
737 West Main Street
Hyannis, MA 02601

Cape Cod Broadcasting Media is an Equal Opportunity Employer committed to the goals of workplace diversity and nondiscrimination.