

Media Sales Account Executive – Vincennes, IN

Vincennes University's broadcast stations, WVUB-FM and WFML-FM, are seeking a motivated individual to join our team as a Media Sales Account Executive. The successful candidate for this position will be someone who demonstrates motivation, persuasiveness and determination in the media sales environment.

This is a full-time Professional Staff position with full benefits and a base salary plus commission.

In this outside sales position, you will sell radio underwriting/advertising messages, digital media, and, occasionally, corporate event partnerships/sponsorships for WVUB-FM and WFML-FM. As a consultative sales executive, you will make cold calls to decision-makers at local businesses, meet with them to understand their marketing needs and develop proposals that offer marketing solutions to help them grow their businesses. You will prospect potential clients, conduct needs assessments, create and present proposals, close the deal, write copy and service the account. You will manage an existing account list and focus on developing new business while also working as part of the stations' development team to achieve personal and organizational financial goals.

The ideal candidate will have the ability to manage multiple projects with strict deadlines and be able to exercise sound judgment in decision-making. This person will be organized and results-oriented with the ability to work with and through others to accomplish common goals.

This position reports to the WVUB/WFML General Manager and the Director of Operations.

Desired Skills:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Meet or exceed individual monthly sales goal
- Build and maintain strong relationships with current accounts
- Knowledge of local market including decision-makers, local events and key accounts
- Relationship building – establishing relationships face-to-face and virtually to achieve business relationships that are credible and trustworthy
- Communication skills – thoughtful and persuasive verbal and written communications skills with the ability to create credible and professional visual presentations and proposals
- Market research – the ability to gather market data and use it appropriately to sell multiple platforms
- New business development – the ability to secure new business by using a disciplined sales process
- Competent in Microsoft Office and capable of learning our sales software program
- Build and maintain a positive working relationship between employees
- Represent the stations in a manner that meets with the stations' market image
- Meet all FCC guidelines
- Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the general public

Requirements:

- College degree in Marketing, Business or related field is preferred
- Digital advertising experience highly desired
- Valid driver's license and reliable transportation
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages

Benefits:

Competitive benefits package including health insurance, 16 paid holidays, tax-deferred retirement contributions, vacation, and sick leave. More information can be found by visiting the Benefits page of the VU website: <http://vinu.edu/human-resources>

How to Apply:

Interested applicants should submit the following, in order, via email as one pdf document: a cover letter, resume, and contact information for three references to jobs@vinu.edu or hard copy applications materials may be mailed to: Human Resources, 1002 North First Street, Vincennes, IN 47591.

The title format of the pdf should read: **LastName_FirstInitial_PositionTitle**

Applications will be accepted until the position is filled. Interviews may be held concurrently with the advertising period. While we sincerely appreciate all applications, only those candidates selected for an interview will be contacted. Please note the selected candidate will be required to submit to a criminal history background check.

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