

JOB SUMMARY

Rich Broadcasting is looking for a dynamic, self-motivated Marketing Strategist, who can generate radio advertising sales at the client and agency levels. As a Marketing Strategist, you will work with prospective and existing clients to determine their current and future advertising needs while maximizing Rich Broadcastings revenue opportunities.

KEY RESPONSIBILITIES

- Protect the Rich Broadcasting brand, create innovative sales packages and propel the success of the stations in the market
- Meet or exceed monthly, quarterly, and annual revenue goals for on-air, events and on-line advertising
- Cultivate new business efforts to grow spot and non-spot revenue
- Understand client marketing needs and objectives
- Ensure on-time payment on all accounts
- Collect accurate information to process orders
- Recognize the value and need for digital media to provide greater solutions for advertisers
- Provide excellent customer service to existing clients to maintain and develop business relationships.
- Represent Rich Broadcasting in the highest regard within the community and business environment
- Must be able to develop and maintain effective communications with both internal and external business partners
- Work in compliance with company policies and procedures

QUALIFICATIONS**Work Experience Required**

- A minimum of 2 years experience in sales, advertising and/or marketing

Preferred, But Not Required

- Experience working with radio stations or other media

Skills & Abilities Required

- Familiarity with industry, negotiating practices and marketing principles
- Excellent written and verbal communication skills
- Proficient in Microsoft Office applications, Word, Excel, and PowerPoint
- Strong customer service and interpersonal skills
- Able to work independently as well as part of a team
- Flexible with hours and weekends
- Strong ethical business practices
- Possess a valid driver's license