

JOB DESCRIPTION

POSITION TITLE:	Account Executive
DEPARTMENT:	WYSO
POSITION REPORTS TO:	Director of Underwriting
POSITIONS THAT REPORT TO THIS POSITION:	none
FLSA STATUS:	• Non-Exempt • Exempt
ELEGIBLE BENEFITS:	• Vacation/Sick Time • Prorated Vacation/Sick Time • Insurance • 401(k) • NONE
# HOURS PER WEEK:	Part-time Full-time • (<20 hours) • (>20<30 hours) • (≥30-39 hours) • (40 hours)
JOB DESCRIPTION CURRENT AS OF:	June 26, 2017

POSITION SUMMARY DESCRIPTION:

Antioch College seeks a results-driven professional to join our WYSO sales team as Account Executive (AE). This position is responsible for cultivating and soliciting new underwriters and event sponsors, generating new and recurring sales by providing marketing solutions tailored to businesses’ marketing and community investment budgets. The AE accomplishes this by identifying and contacting prospects, researching, preparing and presenting proposals, and nurturing existing corporate sponsor relationships by providing regular follow-up. In order to be successful, AE would understand and apply multiple sources of audience research to increase sales. This position reports to the Director of Underwriting and assignments are received in the form of results expected.

OUTCOMES:

Focusing upon the region between Dayton and northern Cincinnati, generate projected revenue by connecting WYSO listeners with business supporters through underwriting, event sponsorships, and creative marketing partnerships.

ESSENTIAL ACTIVITIES/RESPONSIBILITIES OF THE POSITION that enable the outcomes to occur:

- Research, contact and develop new underwriting sources for the financial support of WYSO. Expectations for research include a prospect list (pipeline) of 15 potential clients at any given time

- Develop proposals (both written and oral) for prospective clients, and deliver them often; carefully track results; maintain a high “close ratio” on proposals delivered; develop print and web collateral to support sales
- Service a portfolio of existing underwriting accounts including contract negotiations, copy writing and scheduling (with the assistance of Traffic Manager). Maintain (through annual renewals) and upgrade these existing relationships
- Attend external functions (e.g. Chamber of Commerce meetings and other community-based events) where potential or existing clients may be in attendance
- Regularly participate in professional development activities, whether it’s webinars from Greater Public or offsite trainings (pending budget approval by Development Director)
- Meet quarterly and annual revenue goals
- Participate in College and WYSO team activities including membership drives and station events
- Attend bi-weekly staff meetings; attend scheduled meetings or check-ins with Station and/or College leaders.

These activities/responsibilities are the primary job duties that a qualified individual must be able to perform, either with or without accommodation.

QUALIFICATIONS:

- Experience developing and implementing an overall strategy for a market is required; experience in the region between northern Cincinnati and southern Dayton is a plus, as is experience with developing web and print collateral to support the selling process;
- Minimum 5 years sales experience preferably in a business to business selling category, with successful track record of meeting sales goals. Advertising sales experience a plus;
- Experience in dealing directly with business owners, corporations at top management levels, and advertising agency executives. Proven track record of successful sales working with key decision makers;
- First-hand knowledge and appreciation of public radio is essential;
- Strong communication skills that include excellent written and oral presentation skills and record of successful negotiating with individuals and groups;
- Excellent analytical and business planning skills. Highly organized, able to manage multiple prospects and clients, with timely and appropriate follow through, working both independently and within a team;
- Energetic, aggressively goal and deadline oriented and highly self-motivated. Must be able to take direction, work on a diverse team and also function independently.
- Familiarity with audience research tools (The Media Audit or Scarborough, etc.) a plus

REQUIRED SKILLS/PHYSICAL ABILITIES:

While performing the duties of this job the staff member is regularly required to sit; use hands to finger, handle, or feel objects, tools, or controls; and talk or hear. The staff member is occasionally

required to stand, walk, climb stairs, and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT:

The noise level in the work environment is usually moderate. The staff member is exposed to year-around outside weather conditions when walking on the campus and to/from appointments with various constituents. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

CERTIFICATES, LICENSES, REGISTRATIONS:

A valid Ohio driver's license