

## Radio Sales Job Description

A radio sales executive is responsible for developing, closing, and maintaining advertising accounts for the radio stations. Other duties include preparing and doing follow up on media schedules, production, proposals and completing all CRM and management required reports for the company.

## Full Job Description

McKibbin Media Group is looking for a savvy, highly motivated sales professional to join our team selling our traditional, digital, and event marketing solutions to local small-to-medium sized businesses (SMBs). Our radio stations include: WCSR 92.1 FM and 99.5 FM The Dale in Hillsdale, Mich.

MMG also owns Jackson's Hit Music, K-105.3, NewsTalk 970 WKHM, Fox Sports Radio, and The Power Cow 95.9 WIBM (Country) in neighboring Jackson, Mich.

*This position would be primarily for the Hillsdale market.*

Our ideal candidate will be goal oriented, a relentless hunter who drives to win new businesses, and possess a track record of exceeding monthly goals. If you are passionate about selling, have a deep knowledge of marketing principles and products, and possess excellent presentation and closing skills - then we'd love to talk to you!

Our Ideal Candidate:

- Has an understanding of marketing/sales and how to help customers grow their businesses
- Is self-motivated and results oriented
- Has an outgoing, resilient personality
- Enjoys the thrill of the hunt by bringing in new business

Qualifications:

- Two years of past sales experience is preferred, but not required.
- Local marketing/digital marketing or sales experience is a plus (A strong desire to learn and succeed is a must!)
- A demonstrated record of success in a fast paced, goal-oriented environment.
- Strong skills in planning, communicating, organizing, and developing customer relationships.
- Ability to develop a strategic sales plan.
- Proficient in prospecting high potential accounts and setting up appointments with key decision makers with the ability to secure appointments weekly with qualified prospects.
- Demonstrates effective listening skills and able to deliver compelling advertising presentations.
- Ability to present a marketing/sales plan that addresses client objectives and reaches the target audience.
- Effectively able to overcome client objections and articulate the value of recommended solutions.
- Strong problem solving and analytical ability are essential.

We offer a competitive pay structure based on experience along with a full benefits package.

Applicants should apply by sending a cover letter and resume to Dennis Worden, McKibbin Media Group General Manager, [dworden@k1053.com](mailto:dworden@k1053.com).