



CAREER OPPORTUNITY

Media and Digital Sales Account Executive – Grand Rapids, MI

Townsquare Media Group
Grand Rapids, MI, United States
Full-Time

MEDIA AND DIGITAL SALES ACCOUNT EXECUTIVE

Are you Commission driven? Have a sense of what it takes to win? If you want to grow professionally, can move at the speed of light and still have fun – Well then we want to talk to you.

RESPONSIBILITIES

- Promote and sell advertising programs which may include local radio, digital products such as display, streaming, loyalty programs, e-commerce, and digital marketing services
- Leverage our live event platform to sell sponsorship and sales programs to new and existing clients
- Create new relationships with local and regional businesses in our area
- Inquiring and crafting advertising programs for your clients, both new and existing
- Work with local and corporate marketing teams to develop campaign support materials
- Responsible to accurately project revenues, meet and exceed monthly budgets for all product lines and overachieve annual budgets
- Enters new customer data and other sales contract details for station clients into computer database
- Follow accountabilities set forth by your Sales Manager to help guide you to success achieving monthly sales quotas consistently
- Provide insight and value to executive management to shape the future of our organization

QUALIFICATIONS

- Goal oriented and a sense of what it takes to win is essential
- Strong desire to be coached, mentored, and developed while comfortable being an individual contributor
- Comfortable with prospecting and cold calling
- Candidates must demonstrate passion for sales
- Ability to engage clients quickly and develop rapport
- Must be proficient at conducting needs analysis
- Excellent communication and problem-solving skills
- Previous sales experience preferred
- Broadcast/digital sales experience a plus
- Associates/Bachelor's business/marketing-related degree or equivalent experience

ABOUT US

Townsquare Media Group is a diversified media, entertainment and digital marketing services company that owns and operates radio, digital and live event properties. The Company specializes in creating and distributing original entertainment, music and lifestyle content. Its assets include 311 radio stations and over 325 local companion websites in 66 small to mid-sized markets, a national portfolio of music and entertainment digital properties reaching over 50 million US unique visitors monthly, including Taste of Country, Diffuser.fm, Ultimate Classic Rock, Loudwire, The FW, GuySpeed, ScreenCrush and PopCrush, approximately 500 live music and non-music events annually, and Seize the Deal, an E-commerce business.

APPLICATIONS

Detailed resume', cover letter, recent references, and salary requirements to Account Executive Position, Townsquare Media, 50 Monroe Ave NW, Grand Rapids, MI 49503.

CONTACT: James Thomas (616) 459-1633 or James.Thomas@Townsquaremedia.com

TOWNSQUARE MEDIA BROADCASTING, LLC MAINTAINS A DRUG-FREE WORKPLACE AND IS AN EQUAL EMPLOYMENT OPPORTUNITY EMPLOYER. APPLICANTS MUST BE ELIGIBLE TO WORK IN THE U.S.

EQUAL EMPLOYMENT OPPORTUNITY POLICY:

Townsquare Media is an equal opportunity employer

Current Townsquare Media Broadcasting Employee Qualification Statement:

It is preferred that current employees of Townsquare Media Broadcasting, LLC and affiliated companies have a minimum of six months of service in their present position, and a fully competent performance rating to be eligible to apply for this position.