

# Point Broadcasting LLC

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**TITLE:** Account Executive  
**DEPARTMENT:** Sales  
**REPORTS TO:** Local Sales Manager  
**FLSA STATUS:** Exempt

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## **Position Summary**

Identify and develop new business opportunities, generate advertising revenue, grow and maintain active accounts, meet and exceed sales targets in a manner that will reflect a high level of professionalism and skill while selling and servicing all six of the Rincon Broadcasting radio stations.

## **Key Responsibilities**

- Identify and solicit new business through networking, prospecting and cold calling. Build and maintain a full pipeline of sales prospects.
- Meet and exceed individual budgets.
- Identify client needs and objectives and develop persuasive proposals to meet their needs and opportunities
- Persuasive communication skills, verbal, written and presentation
- Understanding of basic business practices, categories and competition and provide persuasive ROI solutions.
- Investigate and resolve customer problems.
- Work collaboratively to communicate with other departments in a professional manner to assure quality service in all functions of assigned tasks
- Ensure prompt payments
- Participate in training sessions to enhance professional skills and overall understanding of media

## **Required Skills and Experience**

Possess exceptional communication, presentation, and negotiation skills. Employee must be self-motivated, goal-driven and creative, with the ability to multi-task in a fast paced environment, comfortable in person and with direct contact with prospects and clients. All employees are expected to bring a positive attitude to the work place and be cooperative and productive. In addition, the right candidate must have:

- High school graduate; college preferred
- Prior experience in sales/marketing; media sales experience preferred but not required.
- Must have a basic knowledge of MS office products, i.e., MS Word, MS Power Point and Windows environment.
- Must have a valid driver's license, good driving record and insurance.
- Spanish as a second language preferred but not required.
- Knowledge of computer skills. MS Office is preferred.

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## **Physical Demands and Work Environment**

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

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or finger, handle, or feel objects, tools or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

The employee must regularly lift and/or move up to 10 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.

The noise level in the work environment is usually moderate. Travel is minimal with most contact with customers by phone and email correspondence.

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This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills aptitudes and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.