



## Advertising Account Executive

Cumulus Media is hiring exceptional candidates to join our Local Advertising Sales Team. Cumulus Media hires passionate, outgoing, motivated, goal oriented, organized, customer-focused problem solvers who have great communication skills and a desire to WIN in a highly competitive, fast paced sales environment. Cumulus Media provides our teams with great products to sell, terrific training tools to help you succeed, and a sales system and culture where you can realize your full potential.

Cumulus Media offers coordinated RADIO and DIGITAL solutions to our clients that deliver Results and Return on Investment. Cumulus Media targets thousands of local businesses and introduces these companies to our large audiences and community of consumers. We can reach potential customers for local businesses ON-AIR, ON-LINE and ON-SITE.

### Job Description and Responsibilities:

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### Who We Are:

Our local stations in the Harrisburg, PA area include WINK 104 (WNNK-FM) Harrisburg Best Music, 105.7 THE X (WQXA-FM) Rocks, HOT 106.7 (WWKL-FM) Today's HOTTEST Hits, 93.5 NASH FM (WZCY-FM) Your Neighborhood Country and CBS SPORTS RADIO 96.5-95.3-1400 (WHGB-AM) Harrisburg's Sports Station and home to Penn State Sports, NFL and Harrisburg Senators Baseball. C-SUITE is our portfolio of Digital Advertising Products for Local Businesses.

The Account Executive identifies and develops new business opportunities; grows existing client relationships; offers solutions that help clients achieve their business goals; closes business and meets or exceeds set sales targets.

### Key Responsibilities:

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective multi-platform, integrated sales presentations (broadcast, digital, events); negotiation and closing

- Beyond our broadcast products, have strong familiarity and become full-versed in selling both Cumulus' station digital assets (e.g. streaming, stations website and social advertising) and digital audience extension products to deliver a complete marketing solution to advertisers
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects
- Follow all station and corporate procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis
- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace
- Think creatively and generate original ideas

### **Requirements & Qualifications:**

- Proficient in Microsoft Office suite, social networking platforms and CRM tools
- Excellent communication skills
- Experience developing new business relationships in an outside sales role
- Excellent presenter to clients of sales opportunities and post-sale successes
- Strong understanding of lead generation and ability to connect with viable prospects
- Comprehension of sales metrics in order to fill a sales funnel and robust pipeline of residual business
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job
- Flexible and creative
- Digitally savvy
- 1-3 years in Media Sales background preferred
- Bachelor's Degree in Business, Marketing or related field is preferred
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations

### **What we offer:**

- Commission-based organization with uncapped earning potential
- Focused, responsible and collaborative work environment with the ability, to ask "what if" and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K to plan for the long-term
- Paid Vacation & Holidays

For immediate consideration, please visit <https://cumulusmedia.jobs.net/>

For more information about CUMULUS MEDIA, visit our website at: <https://www.cumulusmedia.com/>

**CUMULUS MEDIA is proud to be an Equal Opportunity Employer (EOE).**