



## JOB DESCRIPTION

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### ACCOUNT EXECUTIVE

Pay Type: Exempt (FT)

Department: Sales

#### **Scope**

The sale of intergrated marketing programs consisting of radio air time and digital opportunities to local businesses and advertising agencies.

#### **General Responsibilities**

- Manage current accounts and agencies while developing relationship with new accounts
- Selling promotional and marketing events
- Managing accounts receivable and collections
- Developing research and sales material pertinent to selling station
- Coordinate client radio advertising campaigns including copy, production, billing, collections, remote broadcast, and event marketing.

#### **Required Knowledge, Skills & Abilities**

- Experience in sales or marketing related field (Prior media experience preferred but not required)
- Computer literacy in Microsoft Office
- Ability to work in collaborative environment
- Assertive self-starter, multi-tasker, set priorities, and meet deadlines.
- Demonstrate high performance standards
- Commitment to customer service
- Knowledge of products, customer needs, competition, and market trends.
- Excellent negotiating, verbal and written communication skills.

#### **Education and Licensing Requirements**

- BA/BS degree or equivalent training/experience
- Must posses valid state drivers license and insurance

Please mail resume to:  
Human resources  
Citadel Broadcasting – Baton Rouge  
650 Wooddale Blvd.  
Baton Rouge, LA 70806

Or email to:  
[hr.batonrouge@citcomm.com](mailto:hr.batonrouge@citcomm.com)  
**No phone calls please!**

"It is the responsibility of each employee to read the *Employee Resource Guide* (Handbook) and understand the Company policies and procedures contained therein. Maintaining compliance with stated policies and procedures is the responsibility of every Citadel employee. Further, this position description includes the requirement that the employee comply with all Company and internal controls associated with assigned duties. If employees are unsure of the required procedures to perform their duties within the control structure of the Company, they should discuss these responsibilities with their immediate supervisor."

Citadel Broadcasting Company is an equal opportunity employer. It is Citadel Broadcasting Company policy to provide equal employment opportunity to all qualified individuals without regards to their race, color, religion, national origin or sex, in all personnel actions. Pursuant to the rules of the Federal Communications Commission, Citadel specifically encourages referral to qualified applicants.

**The deadline to apply is April 31<sup>st</sup>, 2008.**