

## ACCOUNT EXECUTIVE

**Job Code:** ACCOUNT  
**EEOC Class:** Sales  
**Pay Type:** Exempt  
**Also Called:** Sales Representative  
**Close Date:**

### Scope

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Responsible for implementing radio and/or internet sales programs designed to maximize sales revenues and achieve revenue goals set forth by the company.

### General Responsibilities

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- Sells advertising time/internet space and works with advertisers to help market themselves to the station's listeners
- Coordinates all aspects of client radio advertising campaign including copy, production, billing, collections, remote broadcasts and event marketing
- Regularly meets with prospective and current clients to create and maintain sales relationships
- Develops new business in selected markets and/or geographic locations
- Assists with Collections and Accounts Receivable functions as needed

### Required Knowledge, Skills & Abilities

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- Knowledge of all applicable FCC rules and regulations
- Knowledge for sales principles and practices
- Knowledge of products, customer needs, competition and market trends
- Must have the means of transporting oneself to make required sales calls and meetings
- Excellent negotiating, verbal and written communication skills
- Computer literacy in applicable programs
- Problem-solving ability and skill in prioritizing
- Ability to multi-task and handle pressures and deadlines

### Education and Licensing and Insurance Requirements

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High School Diploma  
Must possess valid state drivers license  
Must provide required proof of personal vehicle insurance  
Must provide Motor Vehicle Record and meet grading requirements

### Physical Requirements

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May require lifting or moving up to 25 lbs.  
Able to sit for extended periods of time

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**""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 procedures and internal controls associated with assigned duties. If employees are unsure of the required procedures to perform their duties within the internal control structure of the Company, they should discuss these responsibilities with their immediate supervisor.""**