



Account Manager Sales Department

Job Description:

An account manager works with local direct and advertising agencies to sell marketing ideas, plans and schedules to be broadcast on the radio station. It is important that account managers educate clients on how to market their business by using the products and services that they are selling, as well as educating them to other platforms of media.

Job Duties:

- Develop and sell advertising campaigns to new and existing clients
- Maintain and upsell existing account list
- Prospect and cold call new business
- Prepare promotional plans and marketing proposals
- Develop / maintain relationships with clients by providing top quality service
- Communicate with departments at the radio station to assure quality service in placing orders
- Responsible for exceeding sales budgets and collections of sold accounts
- Attend sales meetings, training sessions, remote broadcasts
- Responsible for collections of clients sold

The right candidate must have:

- Ability to be self-managed
- Possess exceptional communication, presentation and negotiation skills
- Self motivated
- Goal driven
- Creative
- Be able to work in a fast paced work environment
- Positive work attitude and be cooperative
- Strong work ethic



On-Air Announcer Job Description

Job Description:

The main task of an on-air radio personality is to entertain an audience during a given time slot. They are responsible for creating, producing and announcing topics over the radio, including entertaining programs, political commentary, news, interviews, weather and other matters of interest. Radio on-air announcers must engage with their listening audience with an entertaining approach.

Some radio personalities may also work as an account manager and call on local businesses to help them develop marketing campaigns.

Job Duties:

- Produce and write commercials
- Conduct interviews
- Operate equipment and knowledge of audio editing
- Play music and commercials
- Answer phone calls
- Represent station at community functions and events
- Produce program segments
- Hold contests and issue prizes to winners
- Announce public service announcements
- Run broadcasting tests

The right candidate must have:

- Outgoing personality
- Clear, distinct speaking voice
- Sharp wit and be able to think quickly because of the live interviews



Promotions Director Job Description

Job Description:

A promotions director is responsible to position and promote the station's image, programs and activities to the communities in which the radio station serves. The promotions director works closely with the program director of the radio station in creating on-air promotions and also with the sales department in securing new clients and maintaining current advertisers.

The promotions director will find themselves interacting with every department at the radio station.

Job Duties:

Plan sales promotions that will generate revenue and increase Time Spent Listening
Writing press releases
Assist with composing presentations for future events and contacting vendors
Work with the sales department to create promotions
Find community events and see how the radio station can be involved
Update social media: videos, events, station promotions
Work with concert promoters for tickets to give-away on-air
Perform live broadcasts in public

The right candidate must have:

Self managed and self motivated
Communication and presentation skills
Creative
Be able to work in a fast paced work environment
Knowledge of social media and how to use it for self promotion of radio station and clients
Ability to work on several projects at once