

TUNED IN BROADCASTING, INC. / WRLT

(LIGHTNING 100 – NASHVILLE’S INDEPENDENT RADIO)

Position: Account Executive
Status: Full-Time / Salary + Commission / Mid-Level
Reporting Responsibilities: Reports to the Local Sales Manager (LSM)
Date Posted: Jan 15th, 2025
To Apply: Send resume & cover letter with subject line “Account Executive” to jobs@lightning100.com

The ideal candidate will be experienced in selling media advertising and/or marketing solutions in a multi-platform environment with proven success. The candidate must be a self-starter, assertive, vibrant and outgoing with excellent communication skills. This candidate should possess a professional appearance, be an outstanding presenter, one who is highly organized, able to multi-task, deadline driven, and able to demonstrate superior interpersonal and collaborative skills. The ideal candidate should already be knowledgeable about the metrics of traditional media, especially radio, television and print, and preferably familiar with the metrics of new media.

Responsibilities:

- Serve as an advertising/marketing consultant and sales specialist for Tuned In Broadcasting's (TIB) various media products and services. Brainstorm ideas for prospective clients using the company's FM radio station ("Lightning 100") integrated with various TIB interactive media products. The goal will be to generate new business for the radio station's website and other integrated programs utilizing TIB's various on-air, on-line and mobile products.
- Perform normal sales functions including (but not limited to) the following: prospecting for new business, set appointments, conduct fact finding, solve problems, propose solutions, close sales, service accounts, develop and manage an independent account list, and adhere to all TIB corporate policies and procedures while conducting such activities.
- Develop and manage the marketing of advertising platforms to clients through various methods utilizing (but not limited to) the following: Lightning 100's FM radio station, the live internet stream of Lightning 100's FM signal, Lightning 100's website and its sub-brand micro-sites. Support this process by selling on-air, on-line, on-site sponsorships, and on-line contests and promotions as required.
- Have superior command of a personalized sales presentation of the company's various products and services. Deliver sales presentation flawlessly and passionately to any internal or external audience.
- Attend and actively participate in daily sales meetings and all other required meetings as determined by sales management.
- Submit all necessary paperwork associated with new and/or existing clients in a timely manner, including (but not limited to) the following: credit applications, sales contracts,

insertion orders, promotional worksheets, production orders, and/or any other documentation as requested by sales management.

- Submit all regular and required weekly sales reports by a pre-determined deadline set by sales management.
- Responsible for all after-the-sale follow-through activities, including (but not limited to) the following: attendance and representation at all client-sponsored events and remotes, perform post-buy analysis, seek repeat business, and the “collection of all amounts due” by each client on assigned personal account list.
- Comply with published departmental requirements, the TIB Sales Department Handbook, TIB Sales Compensation Policy, and TIB General Employee Handbook. Adhere to all policies and procedures noted within each.
- Perform as a “team player” within the department while striving to achieve individual monthly, quarterly and annual sales goals.
- Follow the directives of the Local Sales Manager (LSM), General Manager (GM) and Owner.
- Follow the regulations, laws, and policies of all governmental and regulatory agencies which influence station operation or policies.

Qualifications:

- Bachelor’s Degree in Business / Marketing or equivalent work experience (4).
- 3+ years of successful outside sales experience.
- Proficient in use of MS Office (Word/Excel/PowerPoint).
- Valid driver’s license, subject to DMV check.

Preferred:

- Previous media sales and/or online advertising sales experience.
- Online and/or development experience will be extremely helpful.
- Proficient user of Google Business Suite and Adobe Creative Products a plus.

To apply, please submit current resume, cover letter, and anything else you think would impress us to jobs@lightning100.com with subject line “Account Executive”.

Tuned In Broadcasting, Inc. is an equal opportunity employer. For more information on our company, please visit Lightning100.com