POSTING DATE: August 30, 2011
REVISED DATE: October 26, 2011
JOB#: 71-11
JOB TITLE: Interactive Account Manager
COMPANY: KSTP-FM, Sales-General
SCHEDULE: 8:30 am - 5:00 pm, M-F, occasional evenings & weekends
STATUS: Full Time, Salaried

QUALIFICATIONS:

- 2 yrs digital media sales experience
- Bachelor degree in Advertising, Marketing or Communications preferred
- Knowledge and familiarity with radio & online/web terminology & social media
- Proficient with Microsoft Word for Windows, Excel or spreadsheets; Marketron, Scarborough Qualitative and Arbitron Maximizer helpful
- High level of initiative required and the ability to work independently
- Excellent written and oral communication skills; Strong organizational, problem-solving & people skills
- Experience developing & delivering presentations for direct-business selling
- Ability to establish and maintain customer relationships
- Knowledge of the Twin Cities area, reliable transportation, a valid driver's license, and a safe driving history as determined by the company (driving record will be checked)

DUTIES:

- Responsible for developing & selling internet, social media & non-spot advertising for the Hubbard Radio Group
  - Prospect new accounts and secure new business
  - Create and present sales presentations
  - Work with clients to create ad copy and generate creative ad campaigns
  - Collaborate with others to create online and non-spot advertising solutions
  - Utilization and proficiency of Sales computer systems to aid in selling process
  - Follow up & assist in collection; close pending business in a timely manner
  - Provide excellent customer service

PHYSICAL REQUIREMENTS:

Must be able to perform the essential functions of the job. The Company will make reasonable physical accommodations to facilitate the ability to perform essential job functions.

APPLY TO:

HUMAN RESOURCES DEPARTMENT
Job# 71-11
3415 University Ave
St Paul, MN 55114
Fax: (651) 642-4314
Email: apply@hbi.com
No Telephone Calls Please
AN EQUAL OPPORTUNITY EMPLOYER