

Senior Account Executive: Digital and Radio

LM Communications Broadcast Media Group is Lexington, Kentucky's only locally owned radio group. Founded by President & CEO Lynn Martin, LM Communications has six radio stations in Lexington, five in Charleston, WV, and two in Charleston, SC. LM Communications has been in business for 30 years and brings decades of digital programming, technical and creative experience to its markets. Our broadcast team includes some of the industry's most popular producers, voice-over artists and studio technicians in the country.

Function of Job:

Full-time position that reports to the Director of Sales. Responsible for identifying and developing new business opportunities; grow client relationships; present solutions that help achieve client business goals and meet and exceed Company* revenue requirements.

Characteristic Duties and Responsibilities:

Maintains relationships and favorable contacts with current and potential advertising accounts.

Targets potential advertising clients and develops relationships in order to acquire new advertising accounts.

Responsible for preparing, submitting and presenting proposals, broadcast orders, remote orders and other paperwork essential to the effective operation of the department.

Must be adept at basic mathematical calculations for rate calculation and proficient in computer programs including WORD, PowerPoint, and Excel.

Write commercial copy for clients.

Build relationships with ad agencies that represent clients.

Works collaboratively with internal sales team.

Ensures prompt payment from clients and manages tight deadlines.

Has strong ability to plan, organize and prioritize in fast-paced environment.

Possess excellent verbal and oral communication skills.

Minimum Acceptable Qualifications:

Candidate must drive their own vehicle and have a valid driver's license and state-mandated auto insurance.

A college degree in broadcasting, marketing, public relations or business management is preferred.

2+ years in media/advertising sales is preferred but not required.

* LM Communications Broadcast Media Group

LM Communications is an equal opportunity employer

Job Type: Full-time

Salary: \$40,000.00 – \$90,000.00 per year

Benefits:

- Dental insurance
- Flexible schedule
- Health insurance
- Paid time off
- Vision insurance

Schedule:

- Monday to Friday

Supplemental pay types:

- Commission pay

Work Location: Hybrid remote in Lexington, KY 40507

Send resume & cover letter to Leah.martin@lmcomm.com