JOB POSTING
Account Executive

Job Position: Account Executive (Cumberland, MD)

Job Description: Forever Media of MD, LLC is seeking a self-motivated, goal-driven individual with knowledge of and desire to work with local business owners throughout Western Maryland and nearby West Virginia helping them to grow their business through the power of local radio. The account executive will identify client needs prior to proposing advertising recommendations, conduct market research, plan and execute creative branding and promotional campaigns, and assist in driving results for advertisers.

Responsibilities: Account Executives are responsible for developing new business, maintaining and servicing accounts, and reactivation inactive accounts. Account Executives will work to grow revenue by developing strong partnerships with existing and potential advertisers to assist in increasing sales, traffic count, and visibility through the use of local radio, promotional opportunities, and interactive initiatives available with Forever Media of Maryland's-based four-station cluster. Account Executives will perform ongoing client needs analysis and market research to ensure that current marketing campaigns remain effective in meeting advertiser needs.

Qualifications: Prior sales or marketing experience is preferred along with a willingness to learn and a desire to win. Strong communication and presentation skills are required as well as the ability to work in a fast-paced, team-focused environment. Candidate must possess a valid driver's license.

Compensation: Competitive compensation and benefits package based on past experience and performance.

If you think you have what it takes to be a member of our Cumberland, MD team, please email your resume to careers@forevermediainc.com

Forever Media, and it's affiliates and their radio station(s) do not and shall not discriminate, in any manner on the basis of race, ethnicity, religion, gender, or age respecting their recruiting, employment or advertising practices.

BIG FROGGY 105.3 ROCKY 106.1 WILLIE 106.7 560 WTBO 97.9 1450 Oldies

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