



Multi-Media Advertising Account Executive Job Posting

POSITION: Multi-Media Advertising Account Executive

LOCATION: Cumulus Harrisburg-York-Lancaster, 2300 Vartan Way, Harrisburg, PA 17110

Job Description and Responsibilities:

CUMULUS MEDIA | Harrisburg, PA is hiring exceptional candidates to join our Local Advertising Sales Team. Cumulus Media hires passionate, outgoing, motivated, goal oriented, organized, customer-focused problem solvers who have great communication skills and a desire to WIN in a highly competitive, fast paced sales environment. Cumulus Media provides our teams with great products to sell, terrific training tools to help you succeed, and a sales system and culture where you can realize your full potential.

Cumulus Media offers coordinated RADIO and DIGITAL solutions to our clients that deliver Results and Return on Investment. Cumulus Media targets thousands of local businesses and introduces these companies to our large audiences and community of consumers. We can reach potential customers for local businesses ON-AIR, ON-LINE and ON-SITE.

Who We Are:

CUMULUS | Harrisburg, PA Our local stations in the Harrisburg, PA area include WINK 104 (WNNK-FM) Harrisburg Best Music, 105.7 THE X (WQXA-FM) Rocks, HOT 106.7 (WWKL-FM) Central PA's HOTTEST Music, 93.5 WTPA (WTPA-FM) Central PA's Classic Rock, and ESPN 96.5-95.3-1400 (WHGB-AM) Harrisburg's Sports Station and home to Penn State Sports, NFL and Harrisburg Senators Baseball. Cumulus Digital is our portfolio of Digital Advertising Products for Local Businesses.

The **Multi-Media Advertising Account Executive** identifies and develops new business opportunities; grows existing client relationships; offers solutions that help clients achieve their business goals; closes business and meets or exceeds set sales targets.

Key Responsibilities:

- Able to identify client business needs by gaining a deep understanding of their goals, objectives and processes as well as their external environment including key market and consumer trends to proactively develop customized advertising solutions to meet client objectives
- Deliver effective multi-platform, integrated sales presentations (broadcast, digital, events); negotiation and closing
- Beyond our broadcast products, have strong familiarity and become full-versed in selling both Cumulus' station digital assets (e.g. streaming, stations website and social advertising) and digital audience extension products to deliver a complete marketing solution to advertisers
- Excel at prospecting and aggressively seeking new clientele by networking, cold calling, canvassing, referrals or other means to build and maintain a full pipeline of sales prospects

- Follow all station and corporate procedures for preparing orders, resolving billing issues, submitting regular reports regarding sales, pipeline lists, forecasts and competitive analysis
- Stay abreast of the competitive landscape and emerging technologies to best position Cumulus in the marketplace.
- Think creatively and generate original ideas

Requirements & Qualifications:

- Proficient in Microsoft Office suite, social networking platforms and CRM tools
- Excellent communication skills
- Experience developing new business relationships in an outside sales role
- Excellent presenter to clients of sales opportunities and post-sale successes
- Strong understanding of lead generation and ability to connect with viable prospects
- Comprehension of sales metrics in order to fill a sales funnel and robust pipeline of residual business
- Positive attitude with the willingness to get beyond comfort zone to grow professionally
- High energy and passion for the job
- Flexible and creative
- Digitally savvy
- 1--3 years in Media Sales background preferred/required
- Bachelor's Degree in Business, Marketing or related field is preferred/required

What we offer:

- Commission-based organization with uncapped earning potential
- Focused, responsible and collaborative work environment with the ability, to ask “what if” and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

For immediate consideration, please visit <https://cumulusmedia.jobs.net/>

For more information about CUMULUS MEDIA, visit our website at: <https://www.cumulusmedia.com/>

CUMULUS MEDIA is proud to be an Equal Opportunity Employer (EOE).

About Cumulus Media:

Cumulus Media is an audio-first media company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. Cumulus Media engages listeners with high-quality local programming through 404 owned-and-operated radio stations across 85 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the NCAA, the Masters, CNN, the AP, the Academy of Country Music Awards, and many other world-class partners across more than 9,400 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through the Cumulus Podcast Network, its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. Cumulus Media provides advertisers with personal connections, local impact and national reach through broadcast and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated

digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences. Cumulus Media is the only audio media company to provide marketers with local and national advertising performance guarantees.