



VACANCY LISTING

Full-Time Staff

POSITION

Business Account Executive, PRE

OCCUPATIONAL SUMMARY

The Business Account Executive- Public Radio East is responsible for identifying and persuading business and advertising agencies to invest in PRE in exchange for exposure across PRE's various platforms including local airtime, national syndication, podcasts, digital assets, and event sponsorship.

MINIMUM QUALIFICATIONS

- Four (4) years' experience in media sales or a combination of education and qualifying professional experience that would provide the knowledge, skills and ability needed to fulfill the duties assigned to the position.
- Bachelor's degree preferred

SALARY/BENEFITS

- Hiring range is \$41,000 - \$45,000
- Benefits include paid holidays, annual and sick leave, medical insurance, and participation in the N.C. State Retirement System.

APPLICATION PROCEDURE

Federal Law requires employers to provide reasonable accommodation to qualified individuals with disabilities. Please contact us if you require a reasonable accommodation to apply for this position with Craven Community College.

APPLY ONLINE at www.cravencc.edu , select "Employment" at the bottom of the web page (under About Us). That will take you to the Human Resources main page. Click on the picture for Prospective Employees, (or click *Learn more* beneath that picture). In the center of that page click on the link for "Job Center".

Applicants must submit all required documents requested in the online application process to be considered. Before a candidate is hired, a pre-employment criminal background investigation and employer/professional reference check will be conducted.

DEADLINE TO APPLY

May 15, 2019

EMPLOYMENT DATE

June 15, 2019

Craven Community College does not discriminate on the basis of race, creed, national or ethnic origin, gender, religion, disability, age, veteran status, or citizenship status.

Craven Community College is an Equal Opportunity Educational Institution.



JOB DESCRIPTION

Job Title: Business Account Executive, Public Radio East

Department: Public Radio East

Reports to: Development Director, Public Radio East

Supervisory Responsibility: N/A

Employment Status: Full-time Part-time Temporary

FLSA Status: Exempt Non-Exempt

Pay Scale Level: 75

Revised: April 29, 2019

OCCUPATIONAL SUMMARY

The Business Account Executive- Public Radio East is responsible for identifying and persuading businesses and advertising agencies to invest in PRE in exchange for exposure across PRE’s various platforms including local airtime, national syndication, podcasts, digital assets, and event sponsorship.

ESSENTIAL DUTIES & RESPONSIBILITIES *(List the major functional elements of the position. Under each, describe the required duties, tasks and responsibilities of the work assigned.)*

- Generates revenues in the form of public radio underwriting and challenge grants by meeting assigned monthly, quarterly and annual financial goals and objectives
- Identifies and researches new corporate/business accounts and cultivates those accounts; maintains an active call back file to build relationships with potential prospects
- Develops appropriate underwriting acknowledgments for broadcast that meet PRE standards and FCC regulations and provides accompanying documentation
- Prepares all required internal sales documentation
- Prepares and enters sales contract information, daily logs and billing using PRE’s radio traffic software
- Organizes, maintains and documents appropriate sales activities and records with accompanying revenue reports
- Assists with on-air fundraising campaigns as directed
- Performs other job-related duties and projects as assigned in support of PRE Networks and the College’s mission, core values and goals

List equipment used in job and frequency of use.

- Computer, general office equipment and radio broadcasting equipment are used frequently during the course of the work day

Special Position Requirements: *(Optional section: any travel or related special conditions which apply to the position.)*

- Occasionally required to attend meetings and/or work-related functions outside of regular work hours; travel to locations to meet with clients is frequent

Working Conditions: *(Describe work environment (i.e., office environment, maintenance & repair shop, classroom, etc.).*

- Typical office and radio broadcasting network station environment

MINIMUM QUALIFICATIONS

Required educational background:

- Four (4) years’ experience in media sales OR a combination of education and qualifying professional experience that would provide the knowledge, skills, and abilities needed to fulfill the duties assigned to the position

Required knowledge, skills and working abilities:

Knowledge

- Knowledge of FCC and Corporation for Public Broadcasting policies related to non-profit fundraising and development
- Knowledge of digital media and digital landscape

- Knowledge of market research and audience data
- Knowledge of non-profit, public media organizations
- Knowledge of business trends, community developments, and marketplace needs

Skills

- Demonstrated record of prospecting and aggressively seeking new clients by networking, cold-calling, canvassing, referrals and other means
- Identifying and resolving customer issues and concerns to close sales
- Effective time and resource management
- Technology skills: Online CRM, MS Office, Order and Billing system, and Arbitron
- Excellent organization and prioritization skills with the ability to balance multiple issues and projects in a fast-paced environment

Abilities

- Ability to set challenging goals, achieve desired results, and successfully meet targeted goals
- Ability to communicate effectively in oral and written form
- Ability to prepare radio scripts in coordination with the client
- Ability to travel over a multi-county sales region
- Ability to maintain a proper in-office/out-of-office balance
- Ability to prepare and maintain accurate records and reports in conformance with Federal Communications Commission (FCC) rules and regulations and resolve inaccuracies
- Ability to handle confidential information with absolute discretion
- Ability to understand, be sensitive to and respect the diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of Craven Community College's students, employees and community

Required license or certification:

- Valid NC Driver's License

PREFERRED QUALIFICATIONS

Preferences: *(Optional section: preferred attributes for the position which are not absolutely required in the minimum qualifications (i.e., multi-lingual, master's degree)*

- Bachelor's degree from a regionally accredited institution
- Familiarity with Visual Traffic (Marketron) software and Radio Resource Consortium database (Arbitron)
- In-depth knowledge and understanding of the interests, demographics, buying habits, and other relevant information pertaining to public radio and the public radio audience(s).
- General understanding of higher education organizational structure and policies/procedures
- Experience in radio sales

Note: *This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified. Nothing in this job description restricts the College's right to assign or reassign duties and responsibilities to this job at any time.*