



## **PUBLIC BROADCASTING – PBS NORTH / WDSE-FM TV/RADIO UNDERWRITING ACCOUNT EXECUTIVE**

PBS North and The North 103.3FM, in Northeastern Minnesota, is looking for an experienced and dedicated Underwriting Account Executive to join our team. This person should possess outstanding sales experience, honed customer service skills and a passion for technology, new systems and innovative business solutions.

Ideal candidates will have a history of achieving revenue goals by developing new business and creating unique sponsorship and alternative funding opportunities. Enthusiasm for public broadcasting and the power of noncommercial television and radio is vital to the success of this position.

### **Essential Duties:**

- Engage in all stages of the sales cycle, from prospecting to developing customer rapport, closing business and servicing accounts
- Expand sales footprint with existing and new accounts by introducing new sponsorship opportunities and services
- Be responsible for meeting and exceeding weekly, monthly and quarterly sales activity with focus on the solution based selling of event, digital and broadcast product inclusion
- Maintain price and product integrity to ensure maximum organization profitability
- Maintain customer satisfaction and accountability through consultative selling
- Complete appropriate sales activity reports and forecasts as required
- Research and develop new methods to aid in identifying potential corporations and foundations, and donors or grantees of underwriting grants
- Meet with key decision makers and develop key messaging for client specific needs
- Participate in designing, developing, planning and implementing special fund-raising events that involve clients and community members

### **Desired Qualifications: (including but not limited to)**

- Experience with television, radio or digital sales (preferably in the Northeastern Minnesota market), selling advertising programs to agencies and direct advertisers
- Demonstrated knowledge of the advertising campaign roles of television, radio, digital and print advertising and advertising strategies to accomplish client business goals
- Experience in consumer research and analyzing, synthesizing and communicating consumer research to current and prospective clients
- Demonstrated knowledge of the competitive marketplace
- Excellent time-management abilities
- Evidence of effective verbal and written communication skills
- Experience in establishing and maintaining effective working relationships
- Experience with public broadcasting, underwriting or sponsorship sales a plus
- Associates degree in related field AND two (2) years of marketing, media sales, and/or related sales activities; OR, four (4) years of experience in marketing, media sales and/or related sales activities; OR, any equivalent combination of experience and/or education from comparable knowledge, skills and abilities have been achieved.

Interested parties should send a cover email, resume, and completed application in confidence to [applicant@wdse.org](mailto:applicant@wdse.org). Applications can be downloaded on our *We're Hiring!* Page of our website.

*WDSE is an equal employment opportunity employer. WDSE does not discriminate against employees or applications on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity or expression, marital status or any other characteristic protected by applicable local, state or federal law.*