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SALEM MEDIA OF COLORADO, INC.

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Job Opening

Salem Media – Denver offers an exceptional opportunity for a **Media Strategist / Account Executive**. We are looking for a highly motivated sales professional to join our growing on-air and digital sales team. The individual who is hired will sell and manage our multi-media marketing solutions including radio, digital and event sales to local small and medium-sized businesses. The measurement of success comes reaching monthly, quarterly, and annual sales goals while developing new business opportunities designed to meet and exceed client expectations.

Responsibilities:

- Prospect for local and regional business. Reach decision makers, set meetings, analyze client needs, and create and deliver compelling and strategic advertising presentations that address client objectives.
- Research and stay current on all local digital marketing trends and opportunities.
- Create and present strategic marketing proposals for key accounts and new business decision makers.
- Accurately project revenues, meet and exceed monthly budgets for all product lines and exceed annual budgets.

Qualifications:

- A demonstrated track record of exceeding sales goals in both on-air and on-line media
- Demonstrated knowledge of digital products and how they are positioned and sold in the marketplace.
- A demonstrated application and success in selling Search Engine Marketing (SEM), Search Engine Optimization (SEO), Target Display, OTT/CTV, social media, Email Marketing, Chat, Website Development, and others.
- A demonstrated ability to understand categories of businesses to prospect in
- A history of doing in-depth needs analysis designed to uncover a client's needs and then provide the right solution(s) to fit that need and show data that corroborates and justifies the sale.
- Excellent written and verbal communication skills and the ability to present multi-varied solutions to groups of people as needed.
- Proven track record of developing a business marketing strategy for local and regional clients.
- Maintain an appropriate professional appearance and demeanor.
- A demonstrated ability to work with a diverse group of clients.

Benefits:

- Competitive pay structure based on experience.
- Health, dental, vision and life insurance
- 401k retirement plan
- Paid holidays and vacation time
- Base salary range 36K - 70K + commission

Come see how Salem is DIFFERENT and why we've been certified as a "Great Place to Work" and as a "Best and Brightest" equal opportunity employer.

#advertising #sales #media #broadcast #radio #digital #marketing

Contact: Please visit our website at www.salemmedia.com, click on careers, search for Colorado job postings and apply online.