

Job Title: Corporate Support Account Manager

Organization: Marfa Public Radio

Location: Midland, TX

Closing Date: 2/14/21

Job Description:

Do You Love Marfa Public Radio? Marfa Public Radio is looking for an experienced media salesperson to lead their Corporate Support department. Marfa Public Radio serves West Texas from Midland/Odessa to Marfa with NPR News and Information along with an eclectic range of music programming. With a strong audience in West Texas, Marfa Public Radio enjoys a national reputation for excellence in journalism and is listened to worldwide on their stream.

Marfa Public Radio has handled Corporate Support internally for several years and has a steady group of sponsors. The addition of this position represents a desire for growth in this under maximized revenue generating area. The qualified person will have strong connections in the business and non-profit communities in the Permian Basin. The position requires strong communication skills, lots of initiative, and the ability to work remotely from home or elsewhere.

Scope: An account manager in public media is similar to that of a salesperson in commercial broadcasting or local print media. In this consultative sales role, you will make cold calls to decision makers at local businesses, meet with them to understand their marketing needs and develop proposals that offer marketing solutions to help them grow their businesses. This is a full life cycle sales position in that you will prospect, conduct needs assessments, create and present proposals, close the deal, write copy and service the account. While managing an account list you will also focus on developing new business.

Qualifications: Passion for Marfa Public Radio and all that the station offers. We are looking for a BIG fan! **Smart** – We are looking for someone who “gets it” and is able to think strategically to achieve station, client, and personal goals. **Relationship building** – establishing relationships face-to-face and virtually to achieve business relationships that are credible and trustworthy.

Communication skills - thoughtful and persuasive verbal and written communications skills. Two plus years sales experience, broadcast and or digital preferred. **Discipline**- track record of securing new business by using a disciplined sales approach. **Time and resource management skills** - prioritize effectively to achieve/exceed goals. Collaborative personality. We are looking for a team member who values communicating with management and peers for feedback/insight.

Bachelor’s degree in marketing, business or related field is preferred. This is YOUR opportunity TO SELL us on being a qualified candidate for this position! Compensation package is based on qualifications and experience. The compensation model is a base salary plus commission with a target first-year income range of \$50,000-\$60,000. Position includes benefits.

How To Apply: Email a cover letter explaining your interest and how your skills are aligned to this position and your resume to: work@marfapublicradio.org.

