



Key Account Manager

Cumulus is on the lookout for an exceptional candidate to help manage client relationships and drive the future of local media sales. We provide our teams with a great product to sell, superior training tools, and a sales management system that supports business development and rewards performance. Development of these key client relations and retention is a critical component to our success. Cumulus places particular emphasis on account analysis, determining client needs, and implementing innovative strategies to ensure clients receive premium customer service and elevate client satisfaction. Resumes must be sent to: Cumulus Broadcasting Company, Attn: Jim Beard, P. O. Box 11167, Knoxville, TN 37939.

Responsibilities:

- Responsible for managing and servicing a substantial list of key regional and local agency station accounts
- Present innovative solutions both verbally and written
- Build relationship and rapport with key accounts while advancing share and maintaining higher rates along with lengthening account lifecycle
- Meet or exceed targets and revenue across present and prospective accounts
- Strategize and execute business development and marketing plans to increase station awareness and identify "elephant" accounts
- Provide consultation on the value of radio to new prospects
- Manage and coordinate projects related to key accounts
- On-site client visits
- Media sales background preferred, not required
- Knowledgeable in Microsoft Office applications (including Outlook, Word, Excel, PowerPoint, Internet/Intranet)
- Bachelors degree preferred

Our Key Account Managers enjoy:

- Competitive Pay
- Medical, Dental & Vision Insurance Package
- Paid Vacation & Holidays
- Career Advancement Opportunities

Cumulus is an Equal Opportunity Employer that offers a competitive compensation structure that includes benefits.

Posting Dates: 7/27/12 – 8/10/12

