



dana communications

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BENTON, ILLINOIS 62812

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FAX (618) 435-8102

Dana Communications Corporation is seeking to hire a full-time Radio Marketing Executive for the stations of WQRL, WMCL and WISH. Career Requirements include, but are not limited to;

- Scheduling appointments with existing active account list to address advertising history and perform a Customer Needs Analysis
- Putting together proposals that best suits the clients advertising and promotional needs
- Writing copy with client input, aimed at delivering dynamic results for the client
- Work closely with production director to tell the clients story in the best way possible
- Cold calling on former or potentially new clients to set up an appointment to learn about their business

Hiring requirements:

- Applicants are required to have moderate to advanced computer skills and software experience including Microsoft Word, Excel, PowerPoint
- Applicants must have great e-mail and text message etiquette
- Applicable speaking, language, and grammar awareness are important for this job in the communications industry
- Applicants must have a valid drivers license, reliable transportation, and a history of work punctuality in order to arrive at a clients business legally, safely, and on time
- Experience with social media applications such as Facebook and Twitter are required
- Applicants must have basic accounting/math skills in order to calculate ad schedules
- Prior marketing experience is preferred
- Prior radio experience is greatly preferred by means of previous radio employment, and/or an education at an institution with a student operated radio station and hands-on training curriculum
- Those with RAB marketing certifications will be first prioritized

Send your resume (and MP3 demo of your created commercials if available) to Chris Hugo, General Manager, hugo@mywithersradio.com

Please no phone calls. Only e-mailed applications/resumes will be considered.

Dana Communications Corporation is an Equal Opportunity Employer