
Withers Broadcasting Companies

dana communications

**ADVANCED MARKETING CONSULTANT
JOB DESCRIPTION**

Withers Broadcasting and Dana Communications are seeking to hire an Advanced Marketing Consultant for our group of broadcast radio stations and digital services platform.

Applicants must have previous experience with consultant-style sales and marketing in at least one of the following; television, radio, digital services, or an equivalent medium.

Applicants will ideally have Radio Advertising Bureau certifications (or similar industry equivalent), and a minimum of a college certificate in Radio/Television Broadcasting or Marketing.

Applicants must be familiar with digital marketing such as websites, social media, and OTT.

Applicants must have a success portfolio with examples of executed marketing presentations, successful ad campaigns, client testimonials, and ad driven client event materials.

Applicants will understand the workflow of working in media and the best way to successfully maintain a full workday schedule.

Applicants will ideally be established in the business communities of southern Illinois with previous employment, experience in volunteer work, community events, or networking circles.

Responsibilities include (but are not limited to):

- Building a rapport with current and previously established customers
- Daily touch points with customers and conducting appointment driven CNA's
- Building customer needs focused presentations and campaigns
- Executing sales agreements that are beneficial to both the customer and Withers Broadcasting & Dana Communications
- Overseeing the creative process to ensure the best message delivery for the customer
- Meeting daily deadlines for order processing
- Being a "Clubhouse Leader" to newer account executives beginning their career

To apply: E-mail your resume and examples of your portfolio to josh.dunderdale@mywithersradio.com

Competitive market wages offered for this full-time position. Withers Broadcasting and Dana Communications are equal opportunity employers. Health Insurance is available after 90 days to Withers Broadcasting employees or full-time status.