Corporate Support Sales Associate

Pay Range: Salary, plus commission, with bonus for goal attainment.
First year guaranteed range of $3,750 - $4,200 monthly, based on experience. After guarantee period, compensation will be base salary of $1,648/month plus 8% commission on all sales, with additional bonuses for goal attainment and new business generated.

Exempt: Yes
Reports to: Director of Corporate Support & Marketing

Summary:
This position is responsible for the development of new business sponsors to underwrite the news station, KUNC, and the music discovery station, The Colorado Sound. This position must be both personal and organizational results orientated and is a key revenue generator. This position secures underwriting and sponsorship dollars by identifying and qualifying local and regional businesses and organizations and meeting with decision makers to identify opportunities. This position must demonstrate a clear understanding and appreciation for public radio.

Essential Functions:

- Researches, locates, and contacts potential clients that are a good match with the public radio audience for sponsorship opportunities.
- Meets with clients to discuss their marketing and business needs. Gains insight into client’s competitive market position, current marketing tactics, target customer profiles, media perceptions, budget allocations, and creative approach preferences.
- Strategizes about the best way to position the client and prepares and delivers sales presentations to new and existing clients. Recommends and sells new marketing programs.
- Maintains and increases sales orders.
- Solidifies business relationships and maintains accounts through excellent customer service and a high level of client satisfaction.
- Presents proposals that addresses client needs with an effective underwriting campaign that results in closed sales.
- Prepares sales projections, weekly reports, short/long term strategy, plans and goals.
- Prepares and enters contract and sales orders into appropriate software.
- Monitors market conditions, current industry information, prices, and sales.
- Develops and processes correspondence and paperwork related to corporate accounts and performs collections activities, as necessary.

Additional Responsibilities:

- Participates in station fundraising as well as station development and promotional functions.
• Performs other duties, as assigned.

**Knowledge, Skills, and Abilities:**

**Knowledge**

- Sales and marketing principles and methods for showing, promoting and selling, which includes marketing strategy and tactics and sales techniques.
- FCC guidelines and requirements.
- Sales Entry software.
- Digital and social media concepts and tools.
- Local market decision makers, local events, and key accounts.

**Skills**

- Operate a personal computer with proficient skills in Excel, Outlook, Word and Dropbox.
- Understand digital and social media concepts and tools and think creatively about digital content.
- Communicate effectively both orally and in writing utilizing proper grammar.
- Perform work professionally, with ethics and integrity.
- Effective targeted and self-confident cold calling techniques.
- Strong communication, presentation, and negotiation skills.
- Exceptional customer service skills and management.
- A persuasive, winning attitude.

**Abilities**

- Work with little supervision and exercise good independent judgment.
- Establish and maintain effective working relationships with employees and the community.
- Maintain confidentiality when required.
- Think creatively about digital content and it being developed for programs.
- Travel to client locations to build and maintain client relationships/accounts.
- Handle multiple priorities and simultaneous demands.
- Organize, complete, and prioritize tasks according to their importance.
- Commit to supporting diversity, equity, and inclusion in the workplace.
- Convert new leads to closed sales.
- Commit to exceptional customer service.
- Consistently work well with others, always demonstrating respect for the diverse constituencies at KUNC/The Colorado Sound and within the public broadcasting system.
- Meet or exceed individual sales goal monthly, by selling station properties, including digital ads and events.
- Use logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
Experience and Qualifications

- Three (3) years sales experience with successful track record for meeting and exceeding sales goals. Media sales experience is desired, however a strong background in any sales field is acceptable.
- High School Diploma or GED.
- Bachelor’s Degree in marketing, business, or similar field is preferred.
- Valid Colorado driver’s license.
- Bilingual in Spanish is preferred.

Physical Demands

The employee is required to frequently stand, walk, sit, use hands and fingers, reach and lift with arms, climb, stoop, kneel, crouch, or crawl. The employee is required to frequently lift up to 30 pounds without assistance. Specific vision abilities required by this job include close vision; distance vision; peripheral vision; depth perception; and the ability to adjust focus.

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Work Environment

The employee typically works indoors in a standard office environment but is required to travel to other locations for station events. While performing the duties of this job, the employee is exposed to outside weather conditions.

The work environment includes significant contact with others, pressure to meet deadlines and deal with time constraints, frequent travel by automobile and occasional air travel, regular use of telephone and computer.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

KUNC is an equal employment opportunity employer.