



## Sponsorship Account Executive

## JOB POSTING

Are you ready to lead and build a multi-platform sponsorship program for the most dynamic public media outlet in the Bay Area? KALW is 80 years young and poised for extraordinary growth. We're looking for the right mix of experience, leadership potential, and can-do attitude to help us move to the next level.

KALW culture is open, kind, and creative. The successful candidate will grow KALW's corporate sponsorship program and achieve our sponsorship and direct sales goals across multiple platforms.

This person will work with KALW's leadership and core staff. KALW will provide training in the public media industry and landscape to the right candidate, but we would like to see a minimum of 2 years experience in the areas of sales and media.

The Sponsorship Account Executive at KALW will develop and execute on KALW's corporate sponsorship and direct sales goals. The account executive is responsible for achieving KALW goals through direct sales and through the implementation of sales systems and overall market strategy. This is a hands-on role where you will develop KALW's sponsorship program, be responsible for new business, direct, and manage the sale of broadcast sponsorship messages and digital media. High-level personal sales are involved and you will be spending time organizing and focusing the sales effort in a dynamic and complex media environment.

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**Deadline:** Position is opened until filled. For best consideration, apply by **October 21, 2021**.

**Application Requirements:** A cover letter and resume sent to [hr@kalw.org](mailto:hr@kalw.org). Subject line should include your last name and the words "sponsorship position." 1-2 writing or presentation samples, such as a slide deck or prospecting letter to potential clients.

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### Essential and Specific Job Functions

- **Prospecting:** Research, locate and contact potential clients to offer sponsorship opportunities.
- **Needs analysis:** Meet with clients to discuss their marketing and business needs; gain insight into client's competitive market position, target customer profiles, media perceptions and budget allocations, creative approach preferences and the nuts and bolts of their business operations.
- **Value media assets:** Evaluate KALW media assets and pull products together in a meaningful way
- **Present/Propose:** Strategize best ways to position the client then prepare and deliver sales presentations to new and existing clients to recommend and sell new advertising programs, and to maintain and increase existing sales orders.



- **Close/Extend relationships:** Solidify the business relationship and maintain accounts through excellent customer service and high level of client satisfaction.
- **Copywriting:** Use creative and communication skills to write copy and deliver to clients for approval/agreement
- **Travel:** Travel to/from client location to build and maintain client relationships/accounts. During COVID-19 closure, work is done remotely. Post COVID-19, this position is required to engage with clients away from the station on a regular basis (i.e., customarily every workweek and occasionally daily) to successfully conduct sales activities. Communication by mail, telephone, or Internet should only be used as an adjunct to in person meetings with prospective or existing clients.
- **Goal attainment:** Meet or exceed your individual sales goal on a monthly basis. Sell in a way that is consistent with station's standards of excellence, mission and values for representing public radio.

#### Station Relationship:

- Build and maintain a positive working relationship within the station.
- Serve as a member of the KALW management team; participate in the implementation of the strategic plan and vision.
- Participate in KALW's community relations and outreach.
- Meet all FCC guidelines.
- Represent the station in a manner that meets with the station's market image.
- Follow station guidelines regarding:
  - Copy approval
  - Copy and traffic deadlines
  - Account receivables and collections
- Participate in station activities such as meetings, events, and pledge drives when required. These may require work to be done after hours or on weekends.

#### Administrative:

- Follow the station process and systems for monthly projections and weekly goal meetings. Prepare sales projections, weekly reports, short/long term strategy, plan and goals.
- Prepare and enter contract and sales orders into appropriate computer systems.
- Develop and process all correspondence and paperwork related to accounts.
- Monitor market conditions, current industry information, prices and sales.
- Perform collections activities.

#### Qualifications, Knowledge, Skills and Abilities:

- **Customer Service:** Anticipating, meeting and / or exceeding customer needs, wants and expectations.
- **Self-management:** Demonstrating self-control and an ability to manage time and priorities.
- **Written / Verbal Communication:** Writing clearly, succinctly and understandably. Talking to others to convey information and ideas effectively.



- **Presenting:** Polished and persuasive presentation skills, ability to communicate effectively to groups at all levels of the organization.
- **Interpersonal Skills:** Effectively communicating, building rapport and relating well to all kinds of people.
- **Active Listening:** Giving full attention to what other people are saying, taking time to understand the points being made, asking appropriate questions
- **Goal Orientation:** Energetically focusing efforts on meeting a goal, mission or objective.
- **Critical Thinking:** Using logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Knowledge of local market:** including decision makers, local events and key accounts. Knowledge of sales and marketing principles and methods for showing, promoting and selling. This includes marketing strategy and tactics and sales techniques.
- **Mathematical Skills:** Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages.
- **Language Skills:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public
- **Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form
- **Computer Skills:** To perform this job successfully, an individual should be proficient in word processing, spreadsheet and account management software. Ability to work with a variety of Windows based software programs and market research software
- **Education and / or Experience:** Bachelor's degree from four-year college or university, and three years sales experience in media industry, experience selling digital media is preferred, and / or training; or equivalent combination of education and experience
- **Certificates, Licenses, Registrations:** Current driver's license

### About KALW:

KALW creates and curates a unique mix of content centered around NPR and BBC news, music discovery, cultural exploration and informed public affairs. KALW is an NPR-affiliate and features the most acclaimed programming from NPR the BBC and the CBC, alongside locally-produced music, arts and culture programming with deep Bay Area roots.

KALW's mission is to create trusted, essential, artful media that engages and informs people across economic, social and cultural landscapes. We celebrate discovery, diversity, independence and new voices and are currently embarking on a new music mission for which we will be selling sponsorship.



## Essential Physical Skills

While performing the essential functions of this job, the employee is regularly required to sit for prolonged periods, stand, and talk, lift objects of less than twenty (20) pounds, and hear. Manipulative skills, which require hand-eye coordination, such as reading or typing, writing, and filing are also required. Additionally, the employee must have the ability to concentrate for extended periods with frequent interruption and understand and relate to the concepts behind specific ideas. These physical demands, with or without reasonable accommodations, are required to perform the essential functions of this job.

## Environmental Conditions

Generally, in an office and studio environment with occasional visits to external environments that require driving to and from various locations within the San Francisco area. This role routinely uses standard office equipment such as computers, phones, and photocopiers, as well as complex digital and audio hardware and/or software. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

## KALW is an Equal Opportunity Employer

KALW is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation.

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