



Withers Broadcasting/Dana Communications is looking for full-time Marketing Executives for many great stations! Now is the perfect time to start your career in Benton, Mt. Vernon, or Centralia!

Career responsibilities 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 marketing and promotional needs
- Writing copy with client input, aimed at delivering dynamic results for the client
- Work closely with production staff to tell the clients story in the best way possible
- Cold calling on former or potentially new clients to schedule appointments to learn about their business
- Continuing education through Radio Advertising Bureau (RAB), Illinois Broadcasters Association, and other trainings, webinars, and workshops.

Hiring requirements:

- Applicants are required to have moderate to advanced computer skills and software experience including Microsoft Word, Excel, PowerPoint
- Applicants must possess knowledge of e-mail and messaging etiquette
- Applicable speaking, language and grammar skills are important for this communications career
- Applicants must have a valid Illinois Driver's License, reliable transportation, and a history of work punctuality in order to arrive at a client's business legally, safely, and on time.
- Experience using social media such as Facebook and Twitter are required
- Applicants must have basic accounting/math skills in order to calculate advertising schedules
- Prior marketing experience is preferred
- Prior radio experience is 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. All sales experience will be considered.
- Those with RAB Marketing Certifications will have first priority.

Send your resume (and MP3 demo of your created commercials, if available) to Chris Hugo at hugo@mywithersradio.com. Health insurance is available after 90 days. Other benefits include paid vacation and access to 401k.

No phone calls please. Only e-mailed applications/resumes will be considered. Withers Broadcasting/Dana Communications is an equal opportunity employer.