



Broadcast Account Manager
Job Posted – **January 2011**

I. Overview:

SALEM LA is comprised of four radio stations – KKLA-FM (Inspirational Talk), KFSH-FM, (Contemporary Christian Music) KRLA-AM, (Conservative Talk) and **KTIE-AM (Conservative Talk)**. SALEM LA is a member of Salem Communications Corporation, the nation's largest operator of Conservative Talk, Christian and Inspirational radio stations, radio networks, Christian media and entertainment, Internet aggregators, e-commerce, new media and streaming.

II. Job Title: Broadcast Account Manager

III. Shift/Hours/Status: Monday through Friday 8:30 AM – 5:30 PM. Additional hours may be required based on weekend or evening station promotions or sales events.

IV. Compensation:

Full-Time salary and benefits, including medical, dental, 401K plan, Cafeteria Flex-Benefit plan, paid vacation and sick time. Salary level based upon degree of experience and proficiency.

V. Reports to: Brad Anderson, KTIE General Sales Manager

VI. Job Responsibilities and Pre-Requisites:

Expand local sales by bringing new advertisers to the station, generating new leads, and selling non-traditional advertising. Develop client relationships, contact key accounts, handling clients at various stages in the sales cycle including account updates, weekly projections and forecast of future advertising. Generate packages, negotiate advertising rates, direct creative campaigns and create oral and written presentations. Establish and maintain good relationships with buyers and clients. Develop short and long range plans for revenue growth. Research, analyze, and monitor competitive media for new leads.

Candidate should be aggressive, self-motivated with a working knowledge of marketing and advertising strategies. Candidate's primary responsibility will be to develop direct retail and agency business. Must be computer literate, have excellent verbal and written communication skills, ability to multi-task, and have a winning attitude.

VII. Application Requirements:

An employment application is required to be considered for any employment at Salem LA. Please log onto www.salemla.com to download and/or print out an application. In addition to a completed application packet, all candidates must provide a cover letter, resume and three professional references **with authorization** to disclose employment history, skills and abilities.

VIII. Application Procedure:

The completed application, your resume with references and your cover letter **ONLY** can be e-mailed to jobs@salemla.com (**no www needed**), via fax to 818-553-1220 or via USPS to "*(position being applied for)*" Salem LA, PO Box 29023, Glendale, CA 91209.

The EEO Referral Form is voluntary. The completed EEO Referral Form must be mailed under separate cover to EEO Coordinator, Salem LA, PO Box 29023, Glendale, CA 91209, e-mailed directly to EEO@salemla.com or faxed separately to 818-553-1220 attention EEO Coordinator.

Salem Los Angeles is an Equal Opportunity Employer.