Clark Atlanta University
Job Description

<table>
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<tr>
<th>Position Title:</th>
<th>Sales Account Manager</th>
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<td>Employee:</td>
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<tr>
<td>Department:</td>
<td>WCLK</td>
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<tr>
<td>Reports To:</td>
<td>Director of Corporate Sales</td>
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The following statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Function (Description):

Working under the director of the Director of Underwriting and Corporate Sales, the Sales Account Manager assists the station by generating revenue through sales, underwriting, partnerships, community engagement and other avenues to boost fundraising. They are responsible for managing major clients, client development and prospecting. Responsible for underwriting and marketing activities specifically designed to generate revenues for the station. Sets monthly and annual goals, hits monthly sales targets, plans sales strategies and attends meetings, as necessary. They are responsible for soliciting sponsors for year-round station events as they help to ensure self-sufficiency goals as set by the station. The sales account manager is responsible for handling all processes of the sales cycle to air. They also help to facilitate trade client orders. Other duties as needed.

Examples of Duties and Responsibilities:

1. Prospect corporate clients for Jazz 91.9 WCLK. Clark Atlanta University radio programming, on air specials benefit concerts, challenge and business underwriters and other station products. The sales reps must attend client meetings, station sales meetings as required.

2. Designs custom and general packages for clients aimed at revenue generation and hitting weekly, monthly, and annual targets.

3. Provides account management around the clock, sets monthly goals, tracks performance, and develops and grows the client database. Also responsible for recruiting new business and returning client maintenance activities to satisfaction.

4. Develops sales strategies, provides client leads, designs special rate packages, and develops and upgrades marketing materials as needed. Provides prospecting for sales ongoing, and generates granting opportunities as well. They provide complete customer service of all accounts.

5. Disseminates audience research, handles, and maintains sales software database such as Arbitron, Business Wise, Scarborough and Trafficking software, as necessary.
6. Works with all department heads to help stimulate new business opportunities for all station activities to include programming, promotion, membership, and production. Works with little supervision but meets deadlines on time.

7. Other duties, as necessary.

Knowledge, Skills and Abilities

Must possess strong writing skills utilizing office and sales software to include Word, Excel, PowerPoint.

Ability to design sponsor packages and handle state of the are sales software

Self-starter, proven results with limited supervision

Knowledge of social media, and social media advertising

Minimum Hiring Standards

<table>
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<th>Education</th>
<th>BA Degree</th>
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<tr>
<td>Years of Experience Required</td>
<td>10 years' experience in sales environment and account management.</td>
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<td>Years of Management/Supervisor Experience</td>
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Employee

Wendy Williams
Manager/Supervisor

Date

March 9, 2023

Date

Human Resources

Date