

Ministry/Advertising Account Executive

The primary function of an account executive is to obtain and maintain ministry and commercial clients for the radio stations KDIA 1640 AM and KDYA 1190 AM. Ministry accounts include long form radio ministries as well as commercials promoting special services and events happening in the Bay Area. Commercial accounts include the advertising of products and services that would be of interest to a Christian listening audience. Job tasks include:

- Maintain assigned account bases while developing new accounts.
- Locate and contact potential clients in order to offer ministry programs and advertising services.
- Obtain and study information about clients' services, products, needs, problems, ministry type, advertising history, and business practices, in order to offer effective sales presentations and appropriate product assistance.
- Prepare and deliver presentations to new and existing clients in order to sell new ministry programs and advertising campaigns, as well as protect and increase existing ministry programs and advertising.
- Explain to clients how specific types of ministry programs and advertising will help promote the Gospel, their churches, products, or services in the most effective way possible.
- Prepare promotional plans, literature, media kits, and contracts, using computer.
- Provide clients with estimates of the costs of ministry programs, or advertising their products or services.
- Process all correspondence and paperwork related to accounts.
- Draw up contracts for ministry programs or advertising, and collect payments due.
- Write advertising copy as part of campaign and deliver advertising scripts to customers for approval.
- Arrange for commercial taping sessions, and accompany clients to sessions.
- Identify new advertising markets, and propose products to serve them.
- Consult with clients' company officials, sales departments, and advertising agencies in order to develop promotional plans.
- Attend sales meetings, ministry events, industry trade shows, and training seminars in order to gather information, promote stations, expand network of contacts, and increase knowledge.

Knowledge Requirements for this position include:

- **English Language** -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Sales and Marketing** -- Knowledge of principles and methods for promoting and selling products or services. This includes marketing strategy and tactics, product demonstration, and sales techniques.
- **Customer and Personal Service** -- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Communications and Media** -- Basic knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

Skills required for this position include:

- **Active Listening** -- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Time Management** -- Managing one's own time and the time of others.
- **Speaking** -- Talking to others to convey information effectively.
- **Mathematics** -- Using mathematics to determine accurate costs and budgets.
- **Negotiation** -- Working with others to reconcile differences, reaching a solution that is agreeable and beneficial to both parties.
- **Active Learning** -- Understanding the implications of new information for both current and future problem-solving and decision-making.
- **Reading Comprehension** -- Understanding written sentences and paragraphs in work related documents.
- **Writing** -- Communicating effectively in writing as appropriate for the needs of the audience.
- **Service Orientation** -- Actively looking for ways to help people.
- **Social Perceptiveness** -- Being aware of others' reactions and understanding why they react as they do.