SALES ASSISTANT

POSTING DATE: 05-18-21

CUMULUS MEDIA | Allentown has an immediate opening for a full time **Sales Assistant** for our 5 station cluster. The sales assistant is an integral part of a radio advertising sales team and provides administrative support to the sales reps and managers. The ideal candidate will be dependable, hardworking and have the ability to balance multiple deadline-oriented projects while maintaining a great attitude and sense of humor in a fast-paced work environment. If this sounds like you, and you are looking for a great opportunity to learn the sales side of the radio broadcasting industry, read on.

Our local stations in the Greater Lehigh Valley & Pocono, PA area include WLEV FM - 100.7, WODE-FM- The Hawk, 94.7 FM/WEEX/ WTKZ-AM - FOX Sports, WCTO FM/WWYY FM - Cat Country 96 & 107.1 plus WCTO is also home to the Philadelphia Eagles Radio Network. C-SUITE is our portfolio of Digital Advertising Products for Local Businesses.

Key Responsibilities:

- Primary role is acting as a liaison between our sales team, our clients and our other inter-company departments
- Organize and input both new and revised orders; assist in creating sales proposals, digital campaigns; and provide customer care to help eliminate problems, and grow our business
- Assists Account Executives with orders and traffic as needed
- Prepares and assembles reports and presentations
- Provide research materials using Tapscan, Media Monitors, Scarborough, etc.
- Keep sales materials/ media kits up to date
- Backup for Account Executives as needed to input traffic instructions into Vcreative
- Backup for Receptionist
- Attend National promotions as needed
- Answers telephones, type correspondence and schedules appointments
- Maintains account lists and mailing lists and employee lists
- Provide support to clients by providing documents, forms and other paperwork to ensure seamless execution of client media buys
- Assist Traffic Managers by gathering copy and traffic and working to solve clearance issues
- Works on highly time sensitive projects, adhering to deadlines
- Manages multiple project requests simultaneously with quick turnaround time

- Responsible for entering National orders and commercial copy
- Additional duties as designated by the General Sales Manager, Market Manager or Business Manager related to sales or administrative functions
- 1-3 Years of experience in sales, marketing, advertising and/or promotions preferred
- Extensive computer skills including but not limited to extensive knowledge of Microsoft Office, Word, PowerPoint, Excel, image manipulation, social media and the ability to adapt to proprietary computer systems
- Background in radio station continuity or sales helpful
- Self-starter that is detail oriented, organized, and must be excellent at written and oral communication and possess strong multitasking skills
- Dependable with a strong work ethic and possess a team player attitude
- Aptitude to make decisions and work independently without immediate direction or supervision
- Ability to interact with management and staff at all levels

What we offer:

- Competitive pay
- Focused, responsible and collaborative work environment with the ability, to ask "what if" and try innovative solutions
- Medical, Dental & Vision Insurance coverage
- 401K with company match to plan for the long-term
- Paid Vacation & Holidays

For immediate consideration, please visit https://cumulusmedia.jobs.net/

For more information about CUMULUS MEDIA, visit our website at:
https://www.cumulusmedia.com/

CUMULUS MEDIA is proud to be an Equal Opportunity Employer (EOE).