



COMPANY: LOTUS SEATTLE CORP
LOCATION: SEATTLE, WA
PRIMARY INDUSTRY: RADIO
POSITION: ACCOUNT EXECUTIVE
SALARY: \$50,000 - \$70,000. Salary plus commission which varies by product and platform
OPEN DATE: JULY 24, 2023
CLOSE DATE: When filled
FT/PT: Full

COMPANY URL: <https://www.lotuscorp.com/seattle-careers>

Lotus Seattle Corp in Seattle, Washington is seeking an enthusiastic, highly motivated Account Executive/Radio Sales-Account Executive. We are looking for someone who can connect with clients and help them achieve their business objectives through effective Broadcast and digital advertising. The ideal candidate will possess excellent communication skills, have an enthusiastic and outgoing personality, along with a drive to succeed. Most importantly - we are looking for hard-working salespeople who want to have FUN at work, make money, and help local businesses grow.

Responsibilities will include:

- **Generate revenue for the station and meet monthly goals through effective outside sales techniques**
- **Develop new business through selling commercial advertising time and other station products by reaching out to local businesses and other advertisers**
- **Create and present advertising strategies and ideas for local businesses incorporating Radio, online and digital mediums**
- **Provide input on sales promotion ideas to sales management**
- **Retain current business and develop new business contacts**
- **Attain budgeted revenue goals through effective solicitations, promotions and service**
- **Understand the business objectives and advertising strategies of clients and find ways to help them achieve their objectives through effective advertising**

Qualifications:

- **Strong organizational, written, and presentation skills**
- **Proficient in Word, Excel, and PowerPoint**

- **Ability to build and maintain positive customer relationships**
- **Competitive, persuasive, energetic and self-motivated traits**
- **Ability to overcome objections**
- **Working knowledge of new media, digital interactive initiatives and social media required**
- **Outside media sales experience preferred, but not required**
- **Thorough understanding of digital marketing principles**
- **Solid comprehension of programmatic display and video advertising platforms including various forms of audience targeting, geo-fencing and OTT**
- **Well-versed in SEM (Search Engine Marketing)**
- **Demonstrated proficiency in using social platforms to achieve marketing goals**
- **Strong ability to leverage campaign data to renew and grow business**
- **Enjoy a fast-paced environment with a desire to win**
- **Professional appearance a must**
- **Degree in Business or a related field preferred**
- **Must have a valid driver's license, reliable transportation, and good driving record**

Compensation:

\$50,000 - \$70,000. Salary plus commission which varies by product and platform

This role is also eligible for various benefits, including the following:

- Medical Insurance
- Dental Insurance
- Vision
- Basic Life Insurance
- 401K Plan
- Employee Assistance Program (EAP) at no cost – services include telephonic counseling sessions, consultation on legal and financial matters, emotional well-being.
- A range of additional voluntary programs, such as spending accounts, short- and long-term disability and others.
- Accrued vacation and sick time.

Lotus Seattle Corp. is a subsidiary of Lotus Communications Corp. and is a media, entertainment and digital marketing services company that owns and operates radio properties. Lotus Communications Corp. operates 48 radio stations in the Western United States including stations in Los Angeles, Las Vegas, Sacramento, Boise, Tucson, Fresno, Seattle and Bakersfield.

Lotus Seattle Corp ensures there is no discrimination based on the grounds of race, color, religion, gender, age, handicap, veteran status or national origin in respect to recruitment, evaluation, selection, promotion, compensation and training. Lotus Seattle Corp. is an equal opportunity employer.

To apply, please send your resume to hr@lotusseattle.com.