



Media Advertising Sales Representative

POSTING DATE: 08-23-21

Cumulus is hiring an exceptional candidate to join our Local Advertising Sales Team. Cumulus hires passionate, outgoing, motivated, goal-oriented, organized, customer-focused problem solvers who have great communication skills and a desire to WIN in a highly competitive, fast-paced sales environment. Cumulus provides our teams with great products to sell, terrific training tools to help you succeed, and a sales system and culture where you can realize your full potential.

Cumulus offers coordinated AUDIO and DIGITAL solutions to our clients that deliver Results and Return on Investment. Cumulus targets thousands of local businesses and introduces these companies to our large audiences and community of consumers. We can reach potential customers for local businesses ON-AIR, ON-LINE and ON-SITE.

Our local stations in the Greater Lehigh Valley & Pocono, PA area include WLEV FM - 100.7, WODE-FM - The Hawk, 94.7 FM/WEEH/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.

Sales Representative Responsibilities:

- Proficiency in Prospecting, Networking and Developing New Business
- Becoming a Knowledgeable Resource in Customer's Business
- Setting Appointments
- Developing Creative, Client-Focused & Solution-Based RADIO and DIGITAL Presentations
- Appreciation for Sales Process, Performance, and a Results-Oriented Sales Approach
- Achieving RADIO and DIGITAL Sales Goals
- Delivering Exceptional World Class Customer Service

Sales Representative Position Requirements:

- Outgoing, Self-Motivated, Disciplined and Organized
- Persuasive Verbal, Written and Presentation Communication Skills
- Solution-Based, Problem Solving Skills
- Understanding of radio and digital strategies, including but not limited to programmatic display, geo-fencing, email marketing, social, pre-roll video, OTT, SEO, Google Ads and website design.
- Understanding of Lead Generation, CRM and Account Management
- Capable of Initiating and Cultivating Long-Term Relationships

- Proficient in Microsoft Office (including Outlook, Word, Excel, PowerPoint)
- Bachelor's Degree in Business, Marketing or Relative Field Preferred
- Familiarity with the Greater Lehigh Valley & Pocono, PA Business Community and Media/Digital Sales Experience Helpful
- Experience in Nielsen TAPSCAN helpful but not required
- Valid Driver's License and Vehicle Required
- All new hires must be fully vaccinated for COVID-19 by date of hire, subject to legally-mandated accommodations

Cumulus Benefits:

- Competitive Starting Pay with Unlimited Earning Potential
- Sales Training and Sales Systems designed for success
- Focused, Responsible, Collaborative and Empowered Work Environment and Culture
- Recognition and Reward for Outstanding Performance
- Medical, Dental & Vision Insurance Coverage
- Health Savings Account (HSA) with Company Match
- Paid Vacation & Holidays
- 401k with Company Match
- Professional Growth and Career Advancement Opportunities

For immediate consideration, please visit www.cumulus.com/careers/

For more information about Cumulus Media, Inc., visit our website at: <https://www.cumulus.com>

About Cumulus:

CUMULUS MEDIA is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month — wherever and whenever they want it.

CUMULUS MEDIA engages listeners with high-quality local programming through 416 owned-and-operated stations across 86 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the Masters, the Olympics, the Academy of Country Music Awards, and many other world-class partners across nearly 8,000 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking.

CUMULUS MEDIA provides advertisers with personal connections, local impact and national reach through on-air and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences.

CUMULUS MEDIA is the only audio media company to provide marketers with local and national advertising performance guarantees.

Cumulus Media Inc. is proud to be an Equal Opportunity Employer (EOE)