

Service Staff Job Description

Summary

Service staff will be primarily responsible for advertising sales, but also perform various support tasks for the organization including possible on air shows.

Duties and Responsibilities

1. Build and sustain long-lasting relationships with existing and potential clients.
2. Conduct research on potential clients and determine the geographic location of their clients.
3. Set up meetings with potential or current clients to present advertising proposals or address concerns.
4. Assist Social Media department in preparation of media kits and promotional plans.
5. Attend sales meetings, trade shows, and training workshops as required.
6. Prepare sample advertisements for clients, prepare and voice commercials as required.
7. Persuade clients to purchase company advertising products and services by communicating the benefits of various types of advertising.
8. Follow local law enforcement, non-profit groups, and other regional organizations to gather content and share it with the news director or assistant.
9. May be required to attend events and promotions.
10. May be assigned an on-air broadcast show.
11. May possibly be required to help with sport programming.
12. Performs miscellaneous job-related duties as assigned.