

105.5 & 97.5 The ROAR (Clemson Sports Flagship Station)/Byrne Digital, Greenville SC, has an exciting opportunity for a talented Multi-Platform Sales Specialist to join our dynamic and forward-thinking sales team. Your primary responsibilities for campaign success in this position include new business development, client relationship management, ability to communicate the grouping of our cutting-edge digital assets with our unique on-air product and monthly client reporting.

Responsibilities:

- Generate revenue for the station and meet quarterly goals through effective sales techniques
- Develop new business and create results for clients through creative and effective targeted radio & digital campaigns
- Establish trusted relationships with existing clients, colleagues, and station talent and meet all commitments with adequate preparation, delivery, and follow-through
- Meet or exceed revenue targets for existing, new, and digital and broadcast business, as well as station initiatives
- Create proposals with key findings from discovery meetings utilizing cutting edge research & creative ideas, and robust broadcast and digital offerings
- Monitor digital campaigns' pacing and effectiveness consistently to ensure campaign delivery, and proactively finding opportunities to optimize campaign performance and account growth.
- Demonstrate proof of performance to the client through reporting with digital recaps and key insights for upsell opportunities.
- Assist in solving invoice discrepancies and provide aging/invoices as necessary to insure full payment of client schedules.
- Attend weekly sales meetings and training sessions
- Providing excellent customer service.
- Perform other duties related to multi-platform ad sales as assigned by leadership.
- Ability to help team with other duties not listed.

Requirements:

- Ability to make decisions and solve problems independently to support the customer.
- Demonstrated success in digital/broadcast sales/marketing (ie. website, geo-fencing, behavioral targeting, SEO, OTT, etc.)
- Strong written and communication skills
- Experience in Microsoft Office.
- Ability to multitask, manage multiple assignments and prioritize tasks in a fast-paced, deadline-driven, team-oriented environment
- Expertise at developing relationships
- Bachelor's degree preferred

