



**Contact Information: [rich@wlni.com](mailto:rich@wlni.com)**

### Job Description

James River Media LLC and WLNI- FM Radio is offering a great opportunity to join our team as an Account Manager working in outside sales. Our ideal candidate should possess an extremely good work ethic, be a self-starter, be highly organized with great communication skills, and the ability to build and maintain great relationships with decision makers at local businesses in the greater Lynchburg area.

### Who We Are

WLNI is the top talk station in Lynchburg, Virginia and recently has come under local ownership by James River Media LLC, which has emphasized hyper local content and programming as well as involvement in the community. WLNI now offers 25 hours of live, local programming on weekdays, and an additional 9+ hours of local programming and content on weekends. We strive to hire passionate, driven, resourceful problem solvers who are committed to providing quality content to our local audience.

### Key Responsibilities

- Excel at proactively prospecting local businesses that would be a good advertising fit for our station
- Building and maintaining relationships with decision makers at local businesses
- Working with clients and prospects to develop advertising plans and strategies
- Creatively customize advertising and marketing plans to meet each client's objectives
- Prepare and present proposals to clients and prospective clients
- Attend meetings to ensure content, tactical plans and image are consistent with overall strategy
- Create and maximize revenue opportunities

### Job Requirements/Qualifications

- Excellent verbal, written and interpersonal communication skills
- Willingness to take initiative and to follow through on projects
- Ability to "think outside the box" to create win/win relationships for clients and WLNI
- Strong negotiation, time management, prioritization, and organization skills
- Knowledge of Microsoft Office and other basic computer programs
- Strong presentation skills to large and small groups
- 2 years' experience as an account manager or sales representative, preferably in advertising, marketing or media
- Creative and strategic problem solver
- Ability to work independently and in a team environment

### What We Offer

- Competitive pay
- Professional growth and career path
- Focused, responsible and collaborative work environment with the ability to try innovative solutions
- Retirement Plan
- Paid Vacation & Holidays

For immediate consideration or for more information please visit our website at: [WLNI.com](http://WLNI.com)

James River media is proud to be an Equal Opportunity Employer (EOE).