



Wisconsin's 57 Television (WIFS)
 2814 Syene Road
 Madison WI 53713
www.wi57.tv
 Office: (608) 270-5705
 Fax: (608) 270-5717

Wisconsin's 57 Television - WIFS

“Sales and Account Executive” Employment Position

Byrne Acquisition Group LLC is an EEO Employer

Send Resume & Cover letter to Jobs@WI57.tv

Byrne Acquisition Group, LLC
 (WHHI-TV, WCCP-FM, and WBUW)
 2927 Devine St, Suite 100
 Columbia, SC 29205
 Office: (803) 851-7388
 Fax: (800) 342-3068



Job Title: Sales and Account Executive
Department: Media Sales
Reports to: General Manager & Station Manager

Job Description:

Wisconsin's 57 Television is looking for an experienced Brand Marketing Development & Account Manager position. This position offers an already existing account list with a huge opportunity for growth and benefits. The candidate must have a proven track record of local account development. Some agency account experience is preferred but not required. The right candidate for this position will have a passion for working directly with local businesses and assisting in the development, production, packaging and selling of quality “Local Programming”. The WI57-TV is owned and operated by the Byrne Acquisition Group. Byrne is a family owned company who is looking for career minded individual who wants to grow with our company. Byrne wants a candidate that is seeking a “long term career” and not just a job. CHANNEL 57 is an Independent Television Station that also includes great local programming covering 11 Counties in South Central Wisconsin. WI57-TV is in the Madison, WI Television Market #83 and serves 385,000+ Households & 702,000 Viewers ages 18+ that live and work in our coverage area. The station is located on just minutes away from beautiful Downtown Madison Wisconsin, The State Capital Building & the University of Wisconsin Main Campus.

Products to Sell:

- Local News · Local Sports · Local Talk Shows · Local Specialty Shows · National Sports · National TV Shows · Digital

Job Responsibilities:

- New Business Development · Maintain an Active List of Existing Clients · Create New & Exciting Projects to Sell

Job Related Computer Skills:

- Computer Skills (Wide Orbit/One Domain, Word, Excel, Power Point, Outlook)
- Self-motivated
- Communication skills
- Organizational skills

Work environment requires:

Strong verbal & written communication skills are essential. • Must be highly-focused, organized, & detail oriented. • Consistently meet deadlines in a challenging & dynamic environment. • Work cooperatively with managers, co-workers & clients to deliver a high-level of service. • Capable of learning new systems promptly & thoroughly. • Must take pride in work, respond to instruction well, thrive in a fast-paced environment, enjoy working independently & perform at a high-level consistently.

Education:

Education: • Bachelors or related degree preferred

To apply:

Email resume & cover letter to Jobs@WI57.tv

HOURS: Minimum 40-50 hours per week

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