



## DIGITAL SALES ACCOUNT EXECUTIVE

KAKE, the ABC affiliate in Wichita, is currently seeking a Digital Account Executive to assist Kansas business owners in achieving their marketing objectives utilizing top-tier digital advertising solutions. We offer a collaborative and energetic team environment, with the opportunity to sell state-of-the-art digital products.

### DUTIES AND EXPECTATIONS:

- Recruit new advertisers by researching prospective companies and developing relationships with local business owners and their employees built on trust
- Broad working knowledge of digital marketing solutions
- Ability to prospect, develop, and maintain client relationships
- Develop consultative marketing plans to meet advertisers' needs utilizing our broadcast and digital marketing solutions
- Assist in the development and production of multi-platform advertising campaigns
- Forecast accurate revenue projections
- Provide the best Customer Service possible
- Serve as a representative of KAKE to the community

### QUALIFICATIONS:

- Self-motivated, entrepreneurial, creative, and goal-oriented mindset
- Excellent communication, presentation, and negotiation skills
- Organized, great attention to detail, timely follow-through
- 2 years digital sales experience with a successful track record
- Proficient using Microsoft Office suite of computer programs, Google, AI, and social media
- Good driving record and reliable transportation for visiting clients
- Enjoy a fast-paced environment with a focus on clients' results

KAKE offers a competitive compensation and benefit package, including health and dental insurance, 401k, paid vacation, and monthly cell phone stipend.

**Interested candidates can apply to:**

Lori Johnson, Business Manager  
KAKE  
1500 N. West Street  
Wichita, KS 67203  
ljohnson@kake.com  
No phone calls please

Lockwood Broadcast Group and KAKE provides equal employment opportunities to all employees and applicants for employment. Pre-employment drug test is required along with a background screen as allowed by federal, state, and local laws and regulations.