



WE'RE HIRING!

RADIO & DIGITAL

MARKETING EXECUTIVE

We are looking for a motivated self-starter to join our team as a Marketing Executive, building relationships and providing the exceptional service our clients rely on.

This is a sales position with unlimited growth and earning potential.

Previous experience in radio and digital sales is a plus.

EMAIL RESUMES TO:

Terry Stevenson | Vice President
(920) 242-0560
Terry@SeehaferNews.com

**WE ARE WILLING
TO PAY FOR YOUR
RELOCATION!**

Marketing Executive – Seehafer Broadcasting Corporation

Location: Manitowoc County, WI

About Us:

Seehafer Broadcasting Corporation, a longtime leader in local media with a portfolio that includes six radio stations (WOMT, WCUB, WLKN, WQTC, WLTU, WEMP) along with the SeehaferNews website and app, is seeking an innovative and results-driven Marketing Executive to join our expanding team. As a rapidly evolving media organization, we pride ourselves on delivering cutting-edge advertising solutions across broadcast, digital, and event platforms. We are looking for a driven, self-motivating professional who thrives in a competitive environment and is passionate about helping businesses grow through customized modern marketing strategies.

Our stations and digital platforms have won multiple awards for excellence from the Wisconsin Broadcasters Association, and we strive to foster a fun, collaborative, and dynamic work environment. If you're looking for meaningful work that makes an impact in a company that values creativity, hard work, and collaboration, we want to hear from you!

Key Responsibilities

As a Marketing Executive at Seehafer Broadcasting, you will play a central role in developing and executing integrated marketing strategies that deliver results for our clients. Your responsibilities will include:

- **Client Strategy & Consultation:** Build and maintain relationships with clients by understanding their unique business needs, goals, and challenges. Use this insight to craft innovative, customized marketing solutions that integrate both traditional and digital platforms.
- **Integrated Sales Presentations:** Lead multi-platform sales presentations that combine broadcast, digital, and event-based solutions. Drive the entire sales cycle—from initial prospecting to closing deals—ensuring each proposal aligns with client objectives.
- **Digital Proficiency:** develop a comprehensive understanding of our full suite of digital products, including streaming services, website advertising, social media campaigns, and audience extension products. Offer clients a holistic marketing approach that spans across broadcast and digital touchpoints to maximize reach and engagement.
- **Business Development:** Excel at prospecting and generating new business through networking, cold calling, referrals, and attending industry events. Build a robust pipeline of new clients and continually seek new opportunities for growth.
- **Account Management & Reporting:** Oversee the execution of campaigns, ensuring the seamless delivery of each individual component. Provide ongoing client support, monitor campaign performance, and proactively suggest optimizations. Prepare and present regular sales reports, forecasts, and competitive analysis to leadership.
- **Market Insights & Innovation:** Stay informed about emerging trends in media and technology and demonstrate willingness to accept continuing education opportunities. Exhibit innovation by identifying new market opportunities and positioning Seehafer Broadcasting as a forward-thinking and top-of-mind partner in the marketing landscape.

Qualifications:

To succeed in this role, you should be an adaptable and creative marketer with a strong background in sales and a passion for digital innovation. Ideal candidates will have:

- Experience: 1-3 years in media sales or marketing, with a proven track record of developing and closing deals in a fast-paced environment.
- Education: A Bachelor's degree in Marketing, Business, Communications, or a related field is preferred.
- Digital & Marketing Expertise: Familiarity with digital marketing strategies and tools, including social media, website analytics, email marketing, and content creation.
- Sales Skills: Excellent communication and negotiation skills. Strong ability to present marketing opportunities and deliver post-sale support that exceeds client expectations.
- Client-Centric: Demonstrated ability to build lasting client relationships based on trust, transparency, and results.
- Highly Organized & Self-Motivated: Ability to manage multiple projects simultaneously while staying focused on achieving sales and marketing goals. A proactive, solution-oriented mindset is essential.
- Adaptability: Willingness to embrace new challenges, adapt to industry changes, and continuously learn about emerging technologies and platforms.

At Seehafer Broadcasting, we value our team and invest in their success. We offer:

- Competitive Salary with performance-based incentives
- Paid Time Off & Holidays
- 401K with company match
- Ongoing professional development opportunities
- A dynamic, fun, and collaborative work environment

How to Apply:

If this sounds like a fit for you, we would love to meet you. Please send your resume and cover letter to Terry Stevenson at terry@seehafernews.com.

Job Type: Full-time**Benefits:**

- **401(k) matching**
- **Dental insurance**
- **Flexible schedule**
- **Health insurance**
- **Paid time off**
- **Relocation assistance**

Schedule: 8 hour shift, Monday to Friday

Work Location: In person