

**Job Title: Account Executive**

**Location:** Northern Indiana/Southern Michigan

**Employment Type:** Full-Time

**Reports To:** VP of Sales



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### Position Summary

We are seeking an energetic, service-driven **Account Executive** to grow advertising partnerships across the agricultural community. This role is ideal for someone who thrives in a fast-paced environment, enjoys building relationships, and has a strong appreciation for agriculture and rural life.

The successful candidate will serve as a trusted marketing partner to agribusiness clients while helping package on-air, digital, and network platforms into effective, results-driven campaigns.

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### Key Responsibilities

- Prospect and develop new advertising relationships while maintaining a high level of service for existing clients.
  - Work in conjunction with the VP of Sales to package network platforms into comprehensive marketing programs that meet client goals.
  - Secure ad campaign materials—including scripts, pre-produced commercials, and digital ads—from customers and deliver them to production and programming teams for insertion.
  - Provide proof-of-performance reports to clients for in-program commercials and digital campaigns.
  - Coordinate client interviewees and story topics with news reporters.
  - Take client meetings via phone, video conference, and in person.
  - Attend industry events and trade shows for booth staffing, networking, and promotional photography.
  - Track account activity, campaign performance, and sales pipelines accurately.
  - Perform other duties as assigned.
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## **Ideal Candidate Qualities**

The right person for this role:

- Provides a level of service customers remember—and share with others.
  - Is confident in social settings and has a genuine appreciation for agriculture.
  - Has a sincere desire to serve clients and always act in their best interest.
  - Handles declined offers or unreturned calls with professionalism and resilience.
  - Is flexible with work hours when events or client needs require early mornings or late afternoons.
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## **Technical & Professional Skills**

- Working knowledge of Microsoft Office including Word, Excel, and Outlook
  - Familiarity with Adobe Express and social media analytics tools preferred
  - Graphic design experience is a plus
  - Strong written and verbal communication skills
  - Organized and detail-oriented with follow-through
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## **Preferred Background**

- Prior sales or account management experience, preferably in media, advertising, or agriculture related fields
  - Knowledge of farming, agribusiness, or rural communities strongly preferred
  - Experience selling digital or multi-platform advertising solutions a plus
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## **Compensation & Benefits**

- Competitive base salary plus bonuses
- Benefits package includes retirement plan and paid time off
- Mileage reimbursement
- Remote work

**Submit your resume to [eric@hoosieragtoday.com](mailto:eric@hoosieragtoday.com).**