

Job Title: Account Executive

Location: Northern Indiana/Southern Michigan

Employment Type: Full-Time

Reports To: VP of Sales



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.

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.
-

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.
-

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
-

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
-

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.