



Job Description- Sales Administrative Assistant

Salary/Wage- Hourly

This is a part time position -15-20 hours per week working primarily afternoons.

Duties of this position are listed but not limited to:

Development- A continuous search for potential advertising clients.

Research- Gathering background information to be used for future sales presentations. Contact potential client businesses and assess their advertising needs and budget. Correlate all data for sales staff.

Appointments and Followup- Working closely with sales staff to make sales appointments and following up with clients and potential clients. Acting as an extension of the sales department in a team approach.

Creative- Assisting with the writing and production of client radio commercials and other advertiser requirements when needed.

Basic Office and Studio Oversight- There will be times when the person selected will be the only person in the station. The successful applicant will be expected to answer telephones and (after training) perform basic duties in the studio such as recording telephone feeds and verifying proper station operations.

Basic computer skills needed include email, web browsers and general office type software (WLOH uses Open Office). A working knowledge of social media is also desirable.

About WLOH- WLOH Radio has been apart of the Hocking Valley area since 1948. WLOH is operated by WLOH Radio Company is a local family-owned business with strong roots in our communities. Over the past ten years, significant expansion has allowed WLOH to reach new audiences on two new FM Channels- 104.5 FM in Lancaster and 99.3 FM in Logan. WLOH also retains it's original 1320 AM frequency and provides worldwide coverage via a live stream available on any web-connected device. Our primary market area is Fairfield and Hocking Counties. However, businesses in other areas may also want to utilize WLOH to reach our local listeners.

Send your confidential resume' to Mark Bohach. mark@wloh.net or to the address listed below-

No phone calls please.

EOE

**WLOH Radio Company
2686 North Columbus Street Suite 101
Lancaster, Ohio 43130
740-653-4373**