

Job Title: Sales and Underwriting Account Executive

Organization: St. Gabriel Communications (operating Iowa Catholic Radio Network)

Location: Des Moines, Iowa (On-Site)

Employment Status: Full-Time

FLSA Status: Exempt

Exemption Classification Basis: Administrative and/or Outside Sales Exemption

Reports To: Executive Director

Supervisory Responsibilities: None (may coordinate volunteers or cross-functional teams)

Compensation Structure: Salary + Commission + Benefits

### Position Summary

The Sales and Underwriting Account Executive is responsible for generating underwriting revenue through prospecting, relationship development, and sponsor retention activities. The position exercises independent judgment in developing sales strategies, structuring proposals, negotiating agreements, and managing client relationships.

This role directly supports organizational sustainability by securing mission-aligned sponsors and ensuring compliance with FCC non-commercial broadcast underwriting regulations.

### ESSENTIAL FUNCTIONS

The following duties are considered essential job functions under the Americans with Disabilities Act (ADA):

#### 1. Revenue Generation & Business Development

- Identify, prospect, and secure new underwriting sponsors.
- Develop customized underwriting proposals based on client objectives and audience reach.
- Negotiate underwriting agreements within approved pricing parameters.
- Meet or exceed established monthly, quarterly, and annual revenue targets.
- Maintain active sales pipeline and revenue forecasting using CRM tools.

- Exercise discretion and independent judgment in pricing discussions and sponsor structuring.

## 2. Account Management & Retention

- Develop and maintain long-term sponsor relationships.
- Conduct account reviews to evaluate campaign effectiveness and renewal opportunities.
- Address client needs, revisions, and concerns in a timely manner.
- Increase renewal rates and expand account revenue where appropriate.

## 3. Compliance & Regulatory Adherence

- Ensure underwriting copy complies with FCC non-commercial broadcast regulations.
- Maintain documentation of underwriting approvals and compliance review.
- Coordinate scheduling accuracy with programming staff.
- Escalate compliance concerns to leadership when necessary.

## 4. Collaboration & Organizational Support

- Collaborate with Development, Marketing, and Programming departments on campaigns.
- Support seasonal fundraising initiatives and pledge drives as requested.
- Provide market insights regarding pricing, packaging, and competitive positioning.

## 5. Representation & Outreach

- Represent the organization at community events, parish functions, networking events, and industry gatherings.
- Serve as a professional ambassador of the organization's mission and values in public settings.

## NON-ESSENTIAL / MARGINAL FUNCTIONS

- Assist with special projects as assigned.
- Participate in internal training and professional development initiatives.
- Perform other duties as assigned by leadership.

## KEY PERFORMANCE INDICATORS (KPIs)

- Performance will be evaluated based on:
- Revenue Metrics
- Achievement of monthly and annual revenue targets
- New sponsor acquisition rate
- Proposal-to-close conversion rate
- Average contract value

## Retention Metrics

- Sponsor renewal rate
- Growth of existing account revenue
- Client satisfaction indicators
- Operational & Compliance Metrics
- Accuracy and timeliness of underwriting submissions
- CRM data completeness
- Compliance adherence (zero FCC violations attributable to role)

## Organizational Engagement

- Participation in organizational initiatives
- Cross-department collaboration effectiveness

## REQUIRED QUALIFICATIONS

- Demonstrated experience in sales, sponsorship development, fundraising, or business development.
- Proven ability to meet revenue targets.
- Strong negotiation and presentation skills.
- Effective written and verbal communication abilities.
- Ability to manage multiple priorities and deadlines.
- Ability to learn and apply FCC underwriting regulations.
- Demonstrated respect for and ability to represent a mission-driven organization rooted in Catholic values.

## PREFERRED QUALIFICATIONS

- Experience in media, nonprofit, or faith-based organizations
- Familiarity with broadcast, podcast, streaming, or digital platforms.
- CRM experience.
- Experience coordinating volunteers or cross-functional teams.

## PHYSICAL REQUIREMENTS

- Prolonged periods of sitting and computer use.
- Frequent verbal communication in person and via phone.
- Occasional standing during presentations or events.
- Ability to lift up to 20 pounds occasionally.
- Ability to travel locally for meetings and events.

## WORK ENVIRONMENT

- Professional office setting.
- Full-time, on-site role.
- Local travel required.
- Occasional evening or weekend availability for sponsor events or organizational activities.

## FLSA EXEMPTION JUSTIFICATION (INTERNAL HR NOTE)

- This position qualifies for exemption under the Fair Labor Standards Act based on:
- Primary duty includes business development and revenue generation.
- Exercises independent judgment and discretion in negotiating underwriting agreements
- Engages in sales and sponsor development activities.
- Salary meets or exceeds applicable federal threshold.
- HR should review annually to ensure continued compliance.

## EMPLOYMENT CONDITIONS

- Employment is at-will and may be terminated by either party at any time, with or without cause or notice, subject to applicable law.

- Duties and responsibilities may be modified at any time based on organizational needs.
- Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions.
- Employment may be contingent upon successful completion of background and/or motor vehicle screening if applicable.

#### EQUAL EMPLOYMENT OPPORTUNITY

St. Gabriel Communications is an equal opportunity employer and does not discriminate on the basis of race, color, sex, national origin, age, disability, genetic information, or any other protected status under applicable law.

As a religious organization, the employer reserves rights permitted under federal and state law regarding religious mission alignment.

#### **Apply**

Submit your resume and cover letter via Indeed or to [deaconmark@iowacatholicradio.com](mailto:deaconmark@iowacatholicradio.com)