

Introduction

Heartland Ministries Radio in Hardin, Kentucky is seeking individuals for the position of Community Impact Advisor.

Heartland Ministries, Inc., is a 501(c)(3) organization operating three non-commercial Christian FM radio stations serving primarily the west Kentucky area: WVHM, playing southern gospel; WAAJ (Elevate FM), playing Hot AC; and WTRT (Thrive FM), featuring modern praise and worship music.

Heartland Ministries employees must have faith in Christ as personal Savior and be in agreement and compliance with the vision and mission of the organization.

Mission and Vision

The vision that runs true for all three stations in the Heartland Ministries Radio family is based on Philippians 4:8, which says, “whatever is true, whatever is honorable, whatever is right, whatever is pure, whatever is lovely, whatever is of good repute, if there is any excellence, and anything worthy of praise, let your mind dwell on these things.”

We believe that actions stem from beliefs. Beliefs are the result of our thought process and those thoughts are influenced by what is taken in through our senses, certainly including what we hear. That's what prompted us years ago to say, *“because it matters what you listen to.”* We still use that as a positioning statement on all of our stations.

We believe that statement is true and we are supported prayerfully and financially by people who agree. Together we will continue to walk in the direction of what we believe is our God given vision until He says otherwise, or until He returns.

Purpose of the Position

As a not-for-profit organization, much of the revenue that sustains this ministry comes directly from radio promotions. The three non-commercial Christian radio stations operated by Heartland Ministries provide unique opportunities for area businesses, churches, and non-profit organizations to promote themselves and their services. Community Impact Advisors are responsible for finding ways to create a positive impact on a client's business growth while also seeking to increase revenue for Heartland Ministries.

Personal Attributes

The employee will be:

- Flexible
- Self-motivated
- Personable
- Passionate
- Empathetic
- Confident

Essential Responsibilities

- Locate and contact potential clients to offer radio and internet services; assess client's needs and ability to commit.
- Provide clients with estimates of the costs of advertising on various platforms.
- Develop new accounts and maintain them.
- Build and maintain strong relationships with people from varied backgrounds.
- Manage files and records with integrity, attention to detail, and timeliness.
- Explain to clients how radio, events, the internet, and other platforms will promote their services or products effectively.
- If clients fall behind in contributions, assess the needs and address them in a professional, sensitive manner.
- Maintain electronic and written records of all calls, contacts, visits, etc.
- Process all paperwork through the studio offices and update records within the organization's Underwriting Contacts Management system.
- Report at least twice weekly to the Operations Coordinator for accountability and progress briefings.

Knowledge, Skills, and Abilities

- Excellent interpersonal skills with the ability to interact with clients in a caring manner.
- Excellent written and verbal communication skills.
- Intermediate level of computer proficiency, especially the ability to utilize spreadsheets, word processing applications, and email.
- A passion for media and all of the Heartland Ministries products, especially radio.
- Understand the uniqueness of Christian radio and non-commercial radio and how promotion works.
- Analytical and problem solving skills.
- Customer service skills.
- Attention to detail and a high level of accuracy.
- Time management skills.
- Basic sales, barter, and negotiation insight.
- Ability to take initiative and work with limited supervision.
- Exhibit appropriate professional appearance and demeanor.
- Instruction will be provided to gain a necessary knowledge and understanding of FCC rules and regulations as it pertains to non-commercial radio.

Physical Demands

Sales positions can require extended periods of driving and sitting or standing with potential and existing clients.

Environmental Conditions

- Office hours will require periods of sitting and using a computer and office equipment.
- Light to moderate work interruptions will occur regularly.
- Some night time driving may occasionally be required.

Experience

None of the following is necessary, but all will be highly beneficial:

- Experience in marketing, outsides sales, and closing a deal strongly preferred
- Previous clerical or office experience
- Previous experience in a non-profit organization - especially ministry

Additional Details

The employee is payed commission. A percentage of each month's contributions received from the Community Impact Advisor's recruited ministry partners will be payed monthly.

Apply

To apply, email a resume with references to info@hmiradio.com. Resumes are accepted by email only.