



## **MEDIA SALES MANAGER—SMALL MARKET, WESTERN US**

### **Position Summary**

A well-respected, national radio group is looking for an outstanding Senior Sales Manager for a large radio cluster located in a small Western market. **All level sales managers will be considered.** This opportunity is tailor-made for a highly versatile and experienced sales manager for a multi-platform radio, events, and digital operation. This manager must have a proven track record of performance in maximizing revenue, inventory, and employee performance and be a leader in the community. Opportunities for upward career movement exist with this position.

This is a world-class area for all types of outdoor living experiences, is in close proximity to National Parks, and is in one of the most beautiful, scenic parts of the country.

### **Position Requirements**

- Media experience managing multiple stations and managing multiple sellers is preferred
- Particular experience in identifying, qualifying, and landing new local direct accounts, and an understanding that this is where the greatest opportunity lies for local radio
- An understanding of digital media trends and the ability to package digital assets
- Experience in the maximization of all sales assets
- Ability to direct sales forecasting activities, set goals and develop strategic plans to achieve local market and company goals
- Outstanding leadership skills and the passion for developing and growing talent, especially in helping them focus on building more, new local direct business
- Strategic thinking and vision to create projects and develop big ideas
- Data analysis skills and ability to evaluate activities of market competition
- Experience with small-market hallmarks such as high-school sports and community outreach
- Agriculture advertising experience is a plus
- Must be detail-oriented with excellent grammar, written, and verbal communication skills
- Proficient with Excel, Nielsen, and CRM-related software; RAB Account Manager CRM experience a plus
- College degree preferred

### **Position Responsibilities (including but not limited to)**

- Maximize all market assets including over the air, streaming, and digital assets
- Consistently achieve all revenue goals, control rate, and inventory management
- Handle a select number of house accounts
- Explore ways to extend the advertiser's/sponsor's reach in relevant ways within the brands' capabilities
- Bridge the community of local businesses to the community of connected consumers through networking and community leadership
- Lead training, coaching, and implementation of the new economics of the radio business
- Oversee and supervise all aspects of the sales department while coordinating with other departments

All interested parties should submit their resumes to Kate Glenn, [kate@mediastaffingnetwork.com](mailto:kate@mediastaffingnetwork.com)

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