



POSTING DATE: September 07, 2018
JOB#: 18-18
JOB TITLE: General Sales Manager
COMPANY: WNYT, Sales-General
SCHEDULE: Monday-Friday
STATUS: Full Time, Salaried

QUALIFICATIONS:

- Minimum 5 years of sales management experience; broadcast and digital sales experience preferred.
- 4-year College degree required
- Prior experience with teaching, training, and recruiting; proven ability to motivate staff to become better sales people. Must be a strong recruiter and be able to grow the size of the sales staff with qualified, competent salespeople.
- Highly organized, with the ability to think critically, strategically, and tactically, as well as analyze and articulate information in a clear, concise manner to others.
- Skilled communicator. Ability to communicate effectively with a wide range of personalities in a professional and courteous manner. The ability to motivate and instill confidence in clients is critical.
- Demonstrated leadership skills and goal attainment in all market conditions.
- Prior experience using needs-based selling and proposals. Established track record of creating and closing client-based solutions.
- Proven track record for achieving and exceeding sales budgets.
- Full knowledge of ratings analysis, spot schedules and traffic systems.
- Ability to build a strong base of business through local direct client contact.
- Strong computer skills required. Knowledge of PowerPoint, Excel and Word, as well as Wide Orbit, Matrix, Scarborough, or similar systems.
- Must have a valid driver's license, with a safe driving history, for daily travel to client meetings and events.

DUTIES:

This position is responsible for leading the WNYT/WNYA sales team to meet revenue goals and service client accounts, in a first class manner.

1. Lead Local & Digital Sales Managers in development of sales plans.
2. Daily review of inventory and pricing, as well as sales managers' performance vs. budget goals.
3. Monitor and maximize performance of national rep firm.
4. Coordinate sales promotions with sales managers to enhance viewer engagement.
5. Develop non-traditional sources of revenue, using innovated ideas in varying market conditions.
6. Develop sales expense budget and estimates. Meet or exceed all established

- revenue goals
7. Work with Business Manager on credit decisions & keeping accounts receivable current.
 8. Oversee Traffic Department.
 9. Actively lead and train staff in new television and digital sales and marketing techniques.
 10. Participate in public service efforts as a station representative.
 11. Other duties as deemed necessary for the achievement of company goals.

This position is subject to a pre-employment criminal background and consumer financial history background check. A criminal conviction or arrest pending adjudication or adverse financial history information alone shall not disqualify an applicant in the absence of a relationship to the requirements of the position.

PHYSICAL REQUIREMENTS:

Ability to communicate in English both verbally and in writing. Manual dexterity and fine motor skills to manipulate computer keys and general office equipment (telephone, copier, calculator, etc.) for extended periods of time. Ability to hear and speak clearly and follow both oral and written direction. Must be able to perform essential functions of the job. The company will make reasonable physical accommodations to facilitate the ability to perform essential job functions.

Working Environment

Works in a professional, collaborative team environment with a number of members. Normally a typical office environment with minimal exposure to excessive noise or adverse environmental issues. Travels to client offices and events. Business-professional appearance, dress, and manner are necessary.

APPLY TO:

<https://wnyt.com/article/10124/>

Job# 18-18

Albany, NY

No Telephone Calls Please

AN EQUAL OPPORTUNITY EMPLOYER