

West Virginia Broadcasters Association

Local Sales Manager

Jobs in Broadcasting ,United States



Job Description

The Sales Manager is responsible for leading the day to day operations of the Sales department, including development of new business and achievement of revenue goals across Broadcast and Digital Platforms.

- Provides leadership for the broadcast/digital sales teams
- Makes decisions regarding hiring, evaluation, promotion and termination of employees
- Develops and executes sales strategies which result in exceeding revenue targets in local, new business and digital revenue
- Drives new business development
- Manages inventory and revenue forecasting
- Manages recruitment, training, evaluation, and development of sales professionals
- Prepares budgets and approves budget expenditures
- Manages Accounts Receivable
- Develops and cultivates client relationships alongside Account Executives
- Performs other duties as assigned

Requirements & Skills:

- Bachelor's degree in Marketing, Advertising or Mass Communications, or a related field, or an equivalent combination of education and work-related experience
- Minimum three-five years of media sales experience
- Fluency in English
- Excellent communication skills, both oral and written
- Valid driver's license with an acceptable driving record
- Experience guiding, directing and motivating personnel, including setting and monitoring performance

standards

- Experience establishing long-range objectives and specifying the strategies and actions to achieve them
- Ability to identify the developmental needs of others and to coach, mentor or otherwise help others to improve their knowledge or skills
- Proficiency with computers, telephones, copiers, scanners, and other office equipment
- Experience with Wide Orbit Traffic, Strata, Matrix, and comScore is preferred

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About Us



Nexstar Media Group, Inc. (NASDAQ: NXST) is a leading diversified media company that produces and distributes engaging local and national news, sports and entertainment content across its television and digital platforms, including more than 310,000 hours of programming produced annually by its business units. Nexstar owns America's largest local television broadcasting group comprised of top network affiliates, with 200 owned or partner stations in 116 U.S. markets reaching 220 million people. Nexstar's national television properties include The CW, America's fifth major broadcast network, NewsNation, our national news network providing "News for All America," popular entertainment multicast networks Antenna TV and Rewind TV, and a 31.3% ownership stake in TV Food Network. The Company's portfolio of digital assets, including its local TV station websites, The Hill and NewsNationNow.com, are collectively a Top 10 U.S. digital news and information property. For more information, please visit nexstar.tv.

EEO Statement: All qualified applicants will receive consideration for employment without regard to disability, protected veteran status, or any other characteristic protected by local, state, or federal laws, rules, or regulations.

Company Details

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More details

Business Name	WVNS - TV
Education	Graduate
Job Type	Full Time
Job Status	Interviewing
Job Shift	As Scheduled
Required Travel	As Assigned
Link To Apply	Apply Online