

West Virginia Broadcasters Association

Sales and Marketing Consultant

Jobs in Broadcasting ,United States

EYEWITNESS NEWS



Job Description

We are looking for a marketing specialist and dedicated sales professional responsible for driving growth of assigned accounts, uncovering new opportunities, nurturing strong relationships with existing clients, and establishing a network to support overall account growth. Marketing Consultants are also expected to learn and utilize the entire Sinclair portfolio of assets when identifying solutions and generating proposals.

PRIMARY RESPONSIBILITIES

Deliver weekly revenue forecasts within plus or minus 2% accuracy utilizing in-house sales tools and data-rich systems to craft an executable and realistic business plan to meet individual goals.

Maintain and continuously grow a book of business or list of accounts and nurture a pipeline of potential business by actively seeking ways to increase spending of existing business.

Create effective marketing campaigns for clients and conduct ongoing business reviews to ensure campaigns meet client business needs and exceed client expectations.

Analyze key data points within sales reports, maintain awareness of market trends, competitor activities, and customer feedback, and adjust strategies as needed to maximize campaign performance.

Provide superior customer service to achieve a brand reputation for reliability, consistency, and credibility in addition to establishing a personal rapport and likeability with local business owners and professional networks.

PREFERRED KNOWLEDGE, SKILLS, AND EXPERIENCE

- Familiarity with cross-platform marketing solutions and sales methodologies
- Knowledge of CRM platforms and sales management software
- Ability to adapt quickly in an unpredictable and rapidly changing environment
- Excellent communication, presentation, problem-solving, critical thinking, and time management / prioritization skills
- High-level proficiency with MS Office applications
- Reliable transportation, valid driver's license, and satisfactory driving record

AREAS OF KNOWLEDGE AND EXPERTISE THAT MATTER MOST

- Establishing and maintaining strong and effective relationships

- Paying close attention to customer needs and adapting approach as needs evolve
- Listening for details and checking for understanding
- Delivering presentations in a clear and compelling manner
- Communicating in a variety of settings, among diverse styles and stakeholders, and with different position levels
- Using compelling arguments to gain client support and commitment
- Working at a brisk pace under pressure and within time constraints
- Using judgement that balances common sense and practicality as a basis for forming opinions and making recommendations

The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

VALUE STATEMENTS AND EXPECTATIONS

The responsibilities of this position must be consistently performed while conforming to these values:

- Honor and respect the dignity of every person
- Encounter others with respect and compassion
- Act with humility and be a person of integrity
- Reach out to others in a spirit of collaboration
- Communicate openly and frequently
- Put the health of the organization and our people at the forefront of every decision
- Be customer focused
- Embrace lifelong learning
- Work with purpose and consistently show up engaged

EEO AND INCLUSIVITY

Sinclair is proud to be an equal opportunity employer and a drug free workplace. Employment practices will not be influenced or affected by virtue of an applicant's or employee's race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age, disability, genetic information, military or veteran status or any other characteristic protected by law.

Company Details

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More details

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