

West Virginia Broadcasters Association

Director, Sales and Marketing

Jobs in Broadcasting ,United States

EYEWITNESS NEWS



Job Description

This Job Description May Cause Extreme Excitement and Career Growth

At AMP Sales & Marketing Solutions, we believe a great workplace isn't just something we say — it's something you can feel when you join the team. Here, it's all about great collabs, ambition, and results but most importantly, we grow here, and we enjoy here. We're searching for that special someone — a driven, talented individual to join our innovative media sales and marketing solutions team. In this role, you'll engage with new and existing clients and show them how our innovative media solutions can amplify their brands and deliver measurable success. If you're energized by building relationships, closing deals, and making an impact, we'd love to hear from you.

Sound like the right fit? Check out the checklist below and if it sounds like you, hit "Apply Now" and let's chat.

Your Day-to-Day (aka the Playbook)

- **Help Us Thrive:** You'll be at the forefront of our efforts to amplify our sales and marketing strategy. Your main mission will be to amplify our market presence while ensuring we hit our ambitious sales targets. Your success is our success, and we believe in celebrating wins!
- **Results-Driven:** Amplify our media sales efforts by leading the sales team to implement local sales and marketing strategies to attract, grow and retain business, showcase opportunities and deliver results across our multi-media content platforms and digital assets.
- **Strategic Planning:** You'll develop and implement innovative sales and marketing strategies that will amplify our sales performance. You'll be the mastermind behind tactics that not only meet but exceed our sales goals.
- **Team Development:** Leading, mentoring, and inspiring a team of sales professionals is no small feat! Your ability to motivate and enhance their skills will be crucial in driving performance and achieving success together.
- **Market Analysis:** Dive deep into market trends, data, and customer needs. By understanding what drives our clients, you'll identify new opportunities for expansion and growth, ensuring we stay ahead of the competition.
- **Authentic Relationships:** Building strong, lasting relationships with key clients and stakeholders is

crucial. You'll be the driving force behind our brand, amplifying customer satisfaction and loyalty through excellent service.

What We're Looking For

- **Proven Sales Ability:** We're looking for someone with experience as a Sales Director or other sales management and leadership roles, ideally in a media-related industry. We value your drive, energy, and passion for achieving results.
- **High-Impact:** A passion for achieving sales goals, amplifying growth and a results-driven mindset will set you apart. We want someone who's excited to push boundaries in a digital first environment and make an impact.
- **Analytical Mindset:** Strong analytical skills to assess market data and trends. Your insights will help guide our sales and marketing strategies.
- **Strong Communication Skills:** You're a natural at building relationships, negotiating and communicating effectively. Proficiency with digital tools and applications is a must.
- **A Passion for Leading Others:** You should be able to inspire your team, amplify their strengths while guiding them toward our collective goals, foster a collaborative environment and make a difference.
- **A Willingness to Grow:** Do you thrive in unified environments? The media world is constantly evolving, and the ability to learn, adapt, and embrace challenges in a fast-paced, digital-first environment is key.

The Practical Stuff

- A valid driver's license, up-to-date insurance, and reliable transportation are necessary for connecting with clients in your community.

Why Join AMP Sales & Marketing Solutions? / The Reasons You Should Hit "Apply Now"

- **Serious Work, Seriously Cool People:** Be part of a bold team that values creativity, collaboration, and fun! We are all for work that is rewarding.
- **The Compensation Package:** Enjoy competitive base salary with an enticing results-based bonus structure that rewards your hard work. Our people love our benefits package.
- **We Make a Real Difference (Not Just Talk About It):** At AMP Sales & Marketing Solutions, we help local businesses thrive through advertising strategies that create tangible impacts. Our media sales team isn't just selling ads; they're the boots on the ground, making a real difference where it counts. (And yes, it feels pretty good.)
- **Career Growth Opportunities:** We believe in investing in you. That's why you'll have access to training, mentorship, and career advancement opportunities to help you thrive. We are a leader in our industry, flexing our local charm and national muscle, to provide you with options to amplify your career in your local market or join one of our AMP Sales & Marketing Solutions teams in another city.

AMP is us. It's you. It isn't just a name; it's a mission. A promise to amplify our reach, amplify our innovation, and most importantly, amplify **you**. If you're ready to grow your career and help businesses achieve their goals, we'd love to hear from you.

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.

About the Team

Welcome to the core of AMP Sales & Marketing Solutions – a place where driven, talented individuals unite under a shared mission to excel and innovate. Here, we're more than just a team; we're a community that thrives on creativity and commitment. This is how we do it. (did you sing that too?): Outstanding benefits, an open-door policy that fosters transparency, endless opportunities for advancement, and a culture that supports its people and actively roots for their success. Ready to make your mark with a team that amplifies ambition? Let's connect.

Company Details

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More details

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