

West Virginia Broadcasters Association

Manager III, General Sales

Jobs in Broadcasting ,United States



Job Description

The General Sales Manager oversees all aspects of the Sales Department, including staff management, advertising inventory throughout all channels, revenue goal setting and achievement, and budgeting. The General Sales Manager also has direct responsibility for national sales efforts.

- Provides leadership for the broadcast/web 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, national, eMedia and new product revenue
- Drives new business development
- Manages inventory and revenue forecasting
- Manages recruitment and development of talented sales professionals
- Prepares budgets and approves budget expenditures
- Resolves customer complaints regarding sales and service
- Plans and directs staffing, training, and performance evaluations to develop and control sales and service programs
- Determines inventory, pricing and discount rates
- Creates and reviews operational records and reports to project sales and determine profitability
- Directs the Accounts Receivable efforts of the Sales Department
- 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

- Fluency in English
- Excellent communication skills, both oral and written
- Minimum five years' experience in media sales
- Valid driver's license with an acceptable driving record
- Experience guiding, directing and motivating subordinates, including setting performance standards and monitoring performance
- 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, fax machines and other office equipment
- Wide Orbit Sales and Matrix experience 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

Name	Emily Twiggs
Phone	3049296435
Email	etwiggs@wvntv.com
Address	141 Old Cline Rd PO Box 509 Ghent, WV 25843, United States - 25843

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