



COMPANY NAME: KOLD NEWS 13

JOB TITLE: Multi-Platform Local Sales Manager

JOB DESCRIPTION:

- Help develop and implement client focused advertising plans, new products, and effective sales presentations to generate New Local Direct Business.
- Assist Account Executives with Ad Agency spot negotiation business to maximize share of business and to sell sponsorships and promotions.
- Maintain effective internal systems and processes to ensure proper development of new and existing accounts and to help keep sellers on track to achieve their New Local Developed Business goals.
- Develop and maintain excellent Local Advertiser and Agency relationships making sales calls both on your own and with Account Executives.
- Manage inventory control, rate structure, and keep orders flowing into the traffic system
- Create and maintain Local Sales budgets. Track and accurately forecast pending business.
- Coach and train the sales team by keeping them up to date on product knowledge, leading positively by example.
- Interact with Creative Services, Marketing, Promotions and News teams on Sales related events and initiatives

SALARY: TBD

APPLICATION QUALIFICATIONS:

- Minimum of three years' experience in Local Broadcast/Digital Sales Management and a proven track record of leadership and sales success.
- Thorough understanding and a proven track record of success in Broadcast Spot TV advertising sales including development of New Local Direct Business and Ad Agency Spot and Share negotiation.
- Very good understanding of Digital Sales and Digital environment including Targeted Display, social media, OTT / Connected TV, Email marketing, and Paid Search.
- Well versed and adept in Microsoft Office products such as Outlook, Power Point and Excel.
- Extensive knowledge of TV station inventory and how it works, Wide Orbit and Sharebuilders experience a plus.
- Outstanding communication and presentation skills.
- Passion for selling teaching, coaching, and leading.
- Track record of creative idea generation.
- Valid Driver's license, and good driving record required.
- College Degree preferred or extensive industry experience.

HOW TO APPLY: <https://gray.tv/careers#currentopening>

DATE: 4/6/2022

2797 E Ajo Way, Tucson, AZ 85713

BusinessServices@pima.gov

Equal Opportunity Employment/Program:

Auxiliary aids and services are available upon request to individuals with disabilities