**KAYU-TV**, a FOX affiliate in Spokane, WA seeks a talented, dynamic, and driven **Local Sales Manager (LSM)** to inspire and coach a top-performing sales team.  This is a great opportunity in a market with fantastic growth opportunities! The Local Sales Manager is responsible for executing a local sales strategy that delivers custom solutions through an integrated suite of media platforms – television, OTT, and many other best-in-class digital capabilities with an emphasis on new business development.

**KEY OBJECTIVES**

KAYU-TV’s ideal candidate will have a proven history of growing revenue for both television and digital, developing a strong customer-centric sales culture and demonstrating goal achievement on a consistent basis. Having the ability to strategize and work collaboratively with AE’s and the Imagicomm Spokane Sales Management Team is crucial. The qualities that will distinguish candidates are: Coaching management style, creative selling ideas, transactional negotiation expertise, development of new business, strong digital knowledge, motivational leadership qualities, a positive mindset and a professional persona.

**SUMMARY**

Under the direction of the GM/Director of Sales, the LSM leads the KAYU-TV local sales efforts.  The LSM must be organized, goal oriented and structured. This person must possess an entrepreneurial mindset, competitive spirit and exhibit passion for marketing sales, both broadcast and digital.

* Strong communication and negotiation tactics with local clients and agencies
* Effective inventory management and pricing strategies
* Solid Role Model leadership of the sales team
* Collaboration with sales leadership team, AE’s, other station departments and customers

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

* Leadership and performance management coaching of sales team – AE’s and support staff
* Recruit hire and train AE’s to achieve revenue and share goals
* Recruit hire and train support staff to aid the sales team
* Set monthly, quarterly and annual goals for the team and individual AE’s. Track performance and determines accountability measures
* Develop and monitor performance accountability systems
* Assist in accurately forecasting revenue – weekly, monthly and annually
* Meet and exceed revenue budgets and share goals including total station, new business, digital and station initiatives and manage expense budgets
* Develop strong client relationships through in-person meetings, sales presentations and client entertainment both in the market as well as periodic travel
* Schedule and conduct one-on-one AE meetings, in-field sales call and additional training opportunities
* Maintain exceptional knowledge of the Spokane market to identify key strategies, emerging categories and new client prospects to increase overall station revenue
* Manage inventory, rates, and assist in the National and Political sales process
* Analyze market trends and competitive initiatives.
* Work in partnership with other KAYU-TV Sales Managers & AE’s, Research, News, Creative Services on ways to continually increase revenue and market share
* Knowledge of Excel & Power Point required. Knowledge of Wide Orbit Traffic and Sales systems and Matrix-Monarch CRM is preferred
* Perform other duties as assigned by management

**SUPERVISORY RESPONSIBILITIES**

LSM position carries out supervisory responsibilities in accordance with the organization's policies and procedures. Responsibilities include interviewing, hiring, and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**REQUIREMENTS**

* 5+ years of media sales experience. Television sales management experience is a plus.
* Exceptional coaching, motivational and teaching skills.
* Strong problem solving and communication skills.
* Bachelor’s degree (B.A.) from four-year college or university or equivalent
* Valid driver’s license with positive driving record