



GENERAL SALES MANAGER

KAKE, the heritage ABC affiliate in Wichita, which has proudly served communities across the state of Kansas for the past 71 years, is seeking an energetic leader to inspire and guide an experienced sales team. The successful applicant will possess a strong track record of revenue generation through digital marketing solutions, understand the value of our various media platforms and how they complement each other, and be able to effectively communicate that value to our sellers and advertising partners. They will also be adept in developing impactful relationships with coworkers and advertisers at the decision-making level.

DUTIES AND EXPECTATIONS:

- Minimum of 5 years' experience in Broadcast TV sales management
- Successful track record of revenue generation with Digital platforms
- Excellent written and oral communication and presentation skills
- Revenue & expense budgeting
- Strategic Planning & successful plan implementation
- Ability to identify the developmental needs of others and to coach/mentor them
- Proficiency with Microsoft Office's software suite (Word, Excel, PowerPoint)
- Punctuality to meet deadlines and meeting start times
- Proficiency with Wide Orbit & Matrix software preferred
- College degree in Marketing, Advertising, Business or Communications preferred
- Valid driver's license with an acceptable driving record

QUALIFICATIONS:

- Develop and implement strategic plans to achieve revenue goals
- Manage and price inventory on all platforms to maximize revenue
- Assist with the creation of exclusive advertiser sponsorships and community events
- Develop new business and digital revenue initiatives
- Recruit and train talented sales professionals
- Advise the General Manager and other Department Heads
- Manage departmental expenses
- Resolve customer complaints regarding sales and service
- Assist and direct other Sales Managers to exceed station goals
- Accompany local sales people on calls and build personal relationships with top clients
- Assist National Sales Manager on sales presentations to national accounts
- Attend community events and business functions as an emissary for the station and company
- Travel and perform other duties as assigned

KAKE offers a competitive compensation and benefit package, including health and dental insurance, 401k, paid vacation, and monthly cell phone stipend.

Interested candidates can apply to:

Mike Wright, General Manager, mwright@kake.com or
Lori Johnson, Business/HR Manager, ljohnson@kake.com

Lockwood Broadcast Group and KAKE provides equal employment opportunities to all employees and applicants for employment. Pre-employment drug test is required along with a background screen as allowed by federal, state, and local laws and regulations.