



# LOCAL SALES MANAGER

KAKE, the ABC affiliate in Wichita, has an immediate opening for a Local Sales Manager to direct the local sales efforts for KAKE, MeTV Kansas, and KAKE.com. The Local Sales Manager will report to the General Sales Manager and will be responsible for partnering with local advertising agencies and local businesses to create effective, targeted, customized multi-platform marketing solutions that deliver results by reaching consumers across all platforms.

## **DUTIES AND EXPECTATIONS:**

- Manage the training, evaluation, and development of the local AEs while providing leadership to create a work environment that fosters positive work experience.
- Assist GSM with decisions regarding hiring, promotion, and termination of employees.
- Develop and execute strategies for achieving local, new business, and digital revenue goals, as well as forecasting future revenue expectations.
- Maximize revenue potential by effectively managing commercial inventory on both stations.
- Develop client relationships and ensuring customer satisfaction alongside the Account Executives.
- Develop strategies to enhance the traditional revenue opportunities, identify new revenue streams, and lead execution of product implementation.
- Identify, coordinate, and attend local marketing and advertising association events.

## **QUALIFICATIONS:**

- Excellent oral and written communication, presentation, and analytical skills required.
- Bachelor's degree with 3-5 years of media sales experience. TV Sales Management experience is preferred.
- Must be organized and excel in time management with a strong sense of drive and ambition.
- Valid driver's license with a good driving record and reliable transportation for visiting clients.

**Interested candidates can apply to:**

Lori Johnson, Business/HR Manager  
KAKE  
1500 N. West Street  
Wichita, KS 67203  
[ljohnson@kake.com](mailto:ljohnson@kake.com)  
No phone calls please

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