



**COMPANY: BONNEVILLE**  
**LOCATION: SEATTLE, WA**  
**PRIMARY INDUSTRY: RADIO**  
**POSITION: DIGITAL SALES MANAGER**  
**OPEN DATE: 5/17/23**  
**CLOSE DATE: When filled**  
**SALARY RANGE: \$80,000- \$160,000**

## **Who We Are**

**At Bonneville International, our purpose is to build up, connect, inform, and celebrate communities and families in the markets we serve. As an integrated media company, we provide content, advertising, and digital marketing solutions across 23 radio stations in Denver, Phoenix, Sacramento, Salt Lake City, San Francisco, and Seattle, along with the NBC Affiliate TV station, KSL-TV 5, in Salt Lake. We are responsible for lifting and inspiring with respect and giving voice to all the communities and clients we serve.**

**We believe that empowering our employees to share their ideas and experiences will fuel creativity, innovation, and inspiration. A diverse and inclusive workforce is crucial to our ability to create and deliver exceptional content, products, and services that represent our communities. We're proud of our history and we want talented people to join us as we continue to grow!**

**To learn more about Bonneville and how our local media matters, visit:**  
<https://bonneville.com/>

## **Position Overview**

**Bonneville Seattle is seeking a dynamic sales leader to oversee digital sales for the Bonneville Seattle market. The ideal candidate will have a track record of growing revenue by creating integrated marketing solutions, developing client**

**relationships, and coaching Account Executives. They will develop and maintain a strategy to ensure digital revenue growth across all digital assets.**

**The Digital Sales Manager has primary responsibility for ownership of digital revenue and development and implementation of goals and strategies to drive and increase overall digital revenue. This individual is a collaborative leader and internal consultant who will develop a vision and prioritized plan to increase and drive digital revenue and audience growth across all brands. They are also a thought leader with strong internal credibility with an extensive revenue and integration experience. The Digital Sales Manager will provide insight and education on digital trends and will work closely with Account Executives on tactics and strategies. They will foster trust and work closely with all Directors, Program Managers and Sales Managers to identify, prioritize and execute all aspects of our digital business. They will lead and inspire the team with positivity and optimism by creating a culture of high expectations and achievement.**

**Note: Work configurations are subject to change based on business needs and at company discretion.**

- **This position is a hybrid role that requires the employee to work at our Seattle site.**

#### **What You Will Do:**

**Primary job duties will include, but are not limited to:**

- **Take full ownership of digital budgets and goals and develop strategies to improve sales year over year**
- **Communicate effectively to build and maintain successful internal and external relationships with sales managers, account executives, digital marketing team, buyers, planners and clients**
- **Oversee, manage, train, and lead local digital ad ops team**
- **Develop targeted, creative, customer-focused marketing solutions and approaches using multiple media products and programs**
- **Demonstrate knowledge of selling digital products, applications including mobile, social media, targeted (geo fenced) ads, SEO/SEM.**
- **Train and coach AEs on digital advertising solutions**
- **Work with sales managers to determine account executive's annual goals**
- **Determine pricing on all digital assets in conjunction with the Director of Sales**

- **Measure, grow and exceed digital sales and market share goals**
- **Analyze and provide reports, market/competitive analysis and potential growth opportunities**
- **Regularly accompany AEs on sales calls to coach and ensure digital sales growth**
- **Work with the corporate digital team and other Bonneville markets to identify new potential digital marketing solutions and explore new platforms for growth**
- **Work closely in market with Program Directors, Promotions Managers and Sales Managers to maximize results for clients**

### **Skills and Experience We Are Looking For:**

- **Proficient and literate in digital marketing solutions, including, but not limited to PPC/SEM, programmatic display & video, social media paid ads and other digital marketing services**
- **College degree in business, communications, sales, marketing, related field or equivalent is preferred**
- **A minimum of five years' successful sales/sales management experience, in the digital marketing space.**
- **Ability to sell and close deals on their own and demonstrate effective solution-based selling techniques to the sales team**
- **Demonstrated knowledge of selling a full suite of digital solutions, including search, programmatic display, audio and video, social media, targeted (geo-fenced) ads, email marketing, etc.**
- **Highly computer literate in all Microsoft Office products**
- **Excellent understanding of effectively pricing and managing inventory**
- **Skilled negotiator with ability to up-sell**
- **Self-starter**
- **Proven history of achieving budgets**
- **Ability to deal with multiple competing demands of time and effectively manage stress**
- **Open to coaching and feedback to continuously improve and evolve in position**
- **Ability to organize, analyze and interpret statistical data and draw conclusions from finding and follow-through.**
- **Possess excellent oral, written, presentation and interpersonal skills.**

### **Physical Demands**

- **Receive, process, and maintain information through oral and/or written communication effectively.**

- **Substantial physical movements (motions) of the wrists, hands, and/or fingers.**
- **Ability to extend hand(s) and arm(s) in any direction with good eye and hand coordination.**
- **Maintain a valid driver's license and proven ability to safely drive personal vehicle without exposing company to serious liability risks.**

## **Compensation Range**

**\$80,000- \$160,000**

**Salary will be determined by an evaluation of the education, experience, knowledge, skills, and abilities of the applicant along with internal and external benchmarks.**

## **What We Offer You: Check Out Our Bonneville Benefits!**

**Employees at Bonneville can enjoy a broad offering of benefits, including:**

- **Robust, affordable medical, dental and vision coverage with no wait period for enrollment**
- **401(k) with Company match and employer-funded retirement account, both fully vested from day one**
- **Paid leave for new parents under our Medical Maternity (8 weeks) and Parental Leave (8 weeks) benefits**
- **Opportunities to apply for tuition reimbursement**
- **Paid time off for vacation (120 hours accrued per year) and sick leave (80 hours accrued per year) in addition to 12 paid company holidays per year**
- **Paid time off for volunteering (40 hours per year)**
- **Employee Assistance Program (EAP) services**
- **Access to an entire team of free financial planners**
- **Matches on contributions to charitable organizations after one year of service**
- **Continuous growth and development opportunities**
- **Dynamic team culture that values teamwork, having fun, and collaboration**

**Bonneville is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, sexual orientation, gender identity, or any other characteristic protected by law. Minority/female/disability PWDNET/veteran are encouraged to apply.**

