



COMPANY: KIRO TV
LOCATION: A, WSEATTLE
PRIMARY INDUSTRY: TV
POSITION: DIRECTOR OF SALES
OPEN DATE: 9/6/23
CLOSE DATE: WHEN FILLED
SALARY RANGE: \$220,000 per year to \$280,000 per year

Position Overview

KIRO 7/Telemundo Seattle is looking for a dynamic leader to lead a team of talented sales managers and account executives. The Director of Sales will develop strategies with a sharp customer focus and consistently deliver on revenue expectations and develop deep relationships with our clients.

Responsible for the attainment of the revenue goals and must display entrepreneurial skills in creating new revenue opportunities. This role will report to the VP/GM.

Essential Duties and Responsibilities

- Participate in the annual budgeting process and be financially responsible for achievement of sales operating budget
- Create and oversee sales plan for local, national and digital revenue to grow market share and maximize revenue
- Augment revenue and minimize expenses through continued process optimization
- Monitor daily sales activity and forecast future revenue while keeping a pulse on the advertising market and making adjustments to the plan as needed
- Train and develop staff using the partnership with CMG while providing a high-energy and positive work environment
- Participate in sales calls with sales staff and provide feedback as a tool of training and development
- Drive new business development on all platforms, including over the air, digital, mobile and unique community sponsorships
- Maintain strong relationship with internal partners/departments
- Establish a plan to achieve the unit's objectives, taking into consideration overall business and sales goals, market opportunities, past sales results, and available resources; reviewing progress and adjusting the plan as needed

Essential Duties and Responsibilities (continued)

- Vividly communicate a new sales approach or strategy in a way that helps others realize its value; encourage others to share ideas to maximize the benefits of the change; address concerns constructively and using appropriate strategies to gain commitment to action

- Attract, develop and retain talented individuals; evaluate key strengths and development needs for the team and providing learning opportunities that enable associates to realize their potential
- Effectively meet customer needs; build productive customer relationships; take responsibility for customer satisfaction and loyalty
- Use appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modify one's own behavior to accommodate tasks, situations, and individuals involved
- Generate innovative solutions in work situations, try different and novel ways to deal with work problems and opportunities
- Identify opportunities and taking action to build strategic relationships between one's area and other areas, teams, departments, units, or organizations to help achieve business goals
- Clearly convey information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message
- Monitor the results of delegations, assignments, or projects, considering the skills, knowledge, and experience of the assigned individual and the characteristics of the assignment or project
- Present ideas effectively to individuals or groups; delivering presentations suited to client needs

Minimum Qualifications

- Bachelor's degree strongly preferred or equivalent work experience
- Minimum of five (5) years broadcast/digital media sales management experience
- Strong communication skills with a mathematical, and analytical focus
- Must be able to work in a changing, high-pressure environment with strong time management and organizational skills
- Strong selling skills with a creative and positive attitude
- Knowledge of Excel, PowerPoint, Word, Wide Orbit, Media Monitors
- Willingness and ability to join community and business organizations to enhance the image and recognition of Cox Media group KIRO 7/Telemundo Seattle in the Seattle marketplace

The salary range for this position is \$220,000 per year to \$280,000 per year. Final compensation for the role will be determined by a variety of factors such as skills, certifications, and relevant work experience.

Benefits for this role include:

- Comprehensive medical, dental, and vision insurance available to the employee and employee's family (i.e. child, spouse, domestic partner)
- Flexible Spending Accounts (healthcare and dependent care) and Health Savings Accounts
- Short-term and long-term disability and life insurance (supplemental and accidental, death, and dismemberment)
- Participation in CMG's 401(k) plan with generous company match and both pre-tax and Roth options
- Paid flexible vacation and up to four weeks (160 hours) of paid wellness time, inclusive of paid sick and safe time under applicable law

- Up to eight (8) paid holidays throughout calendar year 2023.
- Up to two (2) weeks of paid parental leave
- Employee assistance program
- All other benefits required by applicable law

About Cox Media Group

CMG Media Corporation (d/b/a Cox Media Group) is an industry-leading media company with unparalleled brands, award-winning content, and exceptional team members. CMG provides valuable local and national journalism and entertainment content to the people and communities it serves. The company's businesses encompass 14 high-quality, market-leading television brands in 9 markets; 54 top-performing radio stations delivering multiple genres of content in 11 markets; a Washington, DC news bureau; and numerous streaming and digital platforms. CMG's TV portfolio includes multiple primary affiliates of ABC, CBS, FOX, NBC, Telemundo and MyNetworkTV, as well as several valuable news and independent stations. For more information about CMG, visit www.coxmediagroup.com.