

Local Sales Manager,
Broadcast

Date Posted

Start Date

Duration of Position Full Time

Position Type Full Time

Salary Range Negotiable

Education • Bachelor's Degree in related field • 5+ years in a sales management role
Requirements either inside or out

Job Category Sales

Job Description

The Local Sales Manager contributes to the company's success by maximizing revenue potential within the local Houston market. The LSM will be instrumental in coaching account executives on maintaining and developing existing and new customers, while optimizing quality of service, business growth and customer satisfaction while effectively promoting the station's products and services to achieve segment growth. Responsibilities to include:

- Develop, maintain, manage and grow the established client base that stimulate sales and profit growth.
- Manage and grow the sales team
- Monitor market changes
- Develop a thorough knowledge of station's products and services
- Qualify and secure new local business opportunities and strengthen existing local accounts
- Develop and implement effective local market sales and marketing strategies that maximize sales opportunities
- Build and maintain effective relationships to maximize local opportunities
- Deliver effective presentations including proposals to customers and business reviews to management
- Identify, respond and solve business issues for clients and provide win-win solutions that add value
- Close sales and effectively communicate the value of the station's solutions and how they will meet the customers needs and business objectives
- Maintain account files, report documentation and proposals

Job Location Houston Metro

Company/Organization Liberman Broadcasting, Inc.

Contact Name Rachel Martinez

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Application Instructions	Email resume and cover letter with salary history to rmartinez@lbimedia.com
