



HOAK MEDIA of COLORADO

www.krextv.com
KREX TV, KREY TV, KREG TV, KFQX TV, KGJT TV
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GENERAL SALES MANAGER

Hoak Media of Colorado, LLC
(KREX, KREY, KREG, KFQX, KGJT)
Grand Junction, CO

Position Description:

This is a rare opportunity to lead a winning sales operation within a completely new HD-capable broadcast facility for a small market 5-station group on the Western Slope of the Rockies.

The position requires a leader who blends intensity and urgency with an eye for unconventional talent, personal development, and a laser-sharp local-direct emphasis. This GSM will develop a team of highly motivated, client centered account reps quickly, and also guide implementation of a plan to exploit multi-platform sales strategies in order to dominate local, regional, and national marketing budgets. It is not a desk job.

Grand Junction enjoys a robust, diversified economy in a spectacular scenic environment within easy driving distance to resorts like Aspen, Vail, and Telluride. It's an outdoor enthusiasts paradise.

Responsibilities:

- Recruiting, training, and motivating a top-performing local sales staff
- Maximizing revenue generation for multiple programming platforms – CBS, FOX, MNT
- Developing and implementing sales strategies for multiple trade centers within and near the DMA
- Integrate local, regional, and national sales efforts to maximize rate and inventory utilization
- Develop rates, packages, and special sales promotions
- Build strong relationships with clients, agencies, and key community organizations
- Maintain effective relationships with other department managers and station staff
- Communicate effectively with colleagues, clients, and supervisors
- Be responsive to station and group management
- Assist to develop accurate revenue forecasts and annual budgets
- Utilize all resources available to achieve department goals and revenue budgets
- Respond proactively to market conditions and competitive opportunities
- Travel as necessary to achieve goals

Required Qualifications:

- Minimum 3-years as a local television sales manager with emphasis on local-direct/new business development and integration of web platforms into the overall selling strategy,
- Verifiable record of accomplishment in setting and meeting goals,
- Work history that reflects commitment in progressively responsible positions,
- Working knowledge of business technology and computer operating systems,
- Keen understanding of Nielsen ratings and their applications for individual business sectors,
- Selling capability that does not rely on ratings,
- Strategic thinking coupled to tactical implementation,
- Clear, effective personal communications skills.

Desired Qualifications:

- Bachelor's degree in marketing, business, or related field,
- Familiarity with Harris' Ad Connections, Summit Traffic Systems,
- Highly developed presentation skills.

Desired Personality Traits:

Determined, creative, flexible, energetic, curious, unflappable, reliable, honest, authentic

