



General Sales Manager

Job Position: General Sales Manager (GSM) – WBUS, WAPY, WFGE, WRSC-AM, WQWK-AM, WMAJ

Description: Provide leadership to station's local sales efforts by giving direction, training and feedback to the sales team. Assist all Account Executives in maintaining, prospecting and developing local direct clients and local agency and new business revenue to assure annually established sales goals are met.

- Assist in hiring, training & development of the sales department for Forever Media's State College radio stations, digital products and events.
- A minimum of two years of media sales experience is preferred with a proven track record of success in consultative/strategic locally focused selling
- Develop and implement a sales plan that will meet station's revenue goals with emphasis on new business.
- Possess highly developed training and coaching skills including strong skills in organization, delegating, training, interviewing and motivating a sales team.
- Demonstrate high energy level and aggressive attitude toward sales, sales training and education, and client relations.
- Develop and maintain effective communication with everyone with whom they must interact during the performance of assigned job responsibilities.

Compensation: Negotiated salary and overrides / bonus program based on sales performance

Opening: Yes. Resumes are being accepted.

Contact: Please send resumes and cover letter to careers@forevermediainc.com

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