

backyardmedia



General Sales Manager

Backyard Media is seeking a dynamic and results-oriented Sales Manager to join our team and lead sales efforts for the top group of radio stations in Bend Oregon.

As the Sales Manager, you will be responsible for driving revenue growth through advertising sales of our 4 terrestrial stations, 1 pure streaming station, proprietary concert & event sponsorships, our proprietary app (BackyardBend), and our suite of digital advertising options through our 3rd party partner. Additionally, the sales manager will be responsible for managing daily operations to achieve business goals and maximize profitability. Duties also include developing and maintaining client relationships, managing a team of sales representatives, setting performance objectives, evaluating and optimizing operational performance, ensuring and upholding regulatory and company standards and preparing reports.

Key Responsibilities:

- Sales Strategy Development: Develop and implement effective sales strategies to meet revenue targets and maximize advertising sales opportunities.
- Client Relationship Management: Build and maintain strong relationships with local businesses, agencies, and advertisers to generate new business and retain existing clients.
- Team Leadership: Lead and motivate a team of sales representatives, providing guidance, training, and support to ensure they achieve their sales targets.
- Sales Forecasting and Reporting: Monitor sales performance, analyze market trends, and prepare sales forecasts and reports for management review.
- Product Knowledge and Promotion: Stay informed about the company's products; from station programming, audience demographics, to app/platform options and advertising offerings to effectively promote and sell advertising.
- Contract Negotiation: Negotiate advertising contracts and pricing with clients, ensuring terms are favorable and in line with company policies.
- Campaign Management: Oversee the execution of advertising campaigns, working closely with clients and internal teams to ensure successful implementation and delivery.
- Market Research: Conduct market research and competitive analysis to identify opportunities for business growth and development.
- Other tasks assigned by the management.

Qualifications:

- 3+ years of management and leadership experience. Or 5+ years of demonstrated successful media sales experience with a desire to elevate to management.
- High school diploma/GED required. Bachelor's degree in related field preferred.
- Proficiency in Microsoft Office, Google Suite, CRM systems, sales analytics and reporting tools.
- Proven experience in advertising sales, preferably in media (radio & digital).
- Strong leadership skills with the ability to inspire and motivate a sales team.
- Strategic, analytical, problem-solver, and decisive, with a track record of developing successful sales strategies.
- Excellent communicator with the ability to negotiate and deliver presentations.
- Resourceful, adaptive, and a master at triage; willing to relentlessly iterate and improve.
- You welcome autonomy and are driven to build something big. You own your responsibilities and look for opportunities around you to grow the company and its relationships.

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- Ability to manage a team of veterans and novices, effectively juggle various deadline-driven projects at once, and wear many hats when necessary.

About you:

Strategically-minded. Must be able to spot opportunities to add value at every stage. Strong client-facing background – solid presentation skills and excellent written and verbal skills. Creative, passionate about the industry with a strong desire to do good work and bring forth new and innovative thinking. The ideal candidate should be comfortable with both sales strategy & campaign management. A typical day requires balancing a wide range of activities including attending client meetings, helping with upsells, contributing to campaign maintenance & evolving strategy, leading partnership kick off calls while having a constant focus on what will drive renewal conversations and meaningful reporting both internally & externally. The Sales Manager manages all internal pre-to-post sale activity supporting Sales including but not limited to: building proposals, media planning, research, order entry, campaign management, post-sale reporting and renewals. Strong communication skills are a must, with internal sales teams and other departments within the company. Success in this position will rely heavily on the ability and willingness to support and contribute to creative cross-platform selling and execution from the ground up, become an indispensable resource to our sales team, as well as client and agency relationships.

If you are passionate about helping local businesses succeed, have a strong understanding of marketing strategy, and are excited about the opportunity to lead a sales team, we encourage you to apply for this position. This job description is intended to convey information essential to understanding the scope of the position and is not exhaustive. Duties, responsibilities, and qualifications may be adjusted as needed to meet the evolving needs of the company.

Backyard Media is an equal opportunity company and does not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin.

Job Type: Full-time

Pay: Salaried + Commission - \$75,000.00 - \$110,000.00 per year

Benefits:

- Health insurance
- PTO – Vacation / sick
- Health club membership
- Competitive salary and commission structure
- Opportunities for career growth and advancement

Schedule:

- 8 hour shift - Monday to Friday. Some weekend events.

Ability to Relocate:

- Bend, OR 97702: Relocate before starting work (Required)

Work Location: In person

Human Resources at humanresources@bendradiogroup.com or mail to 345 SW Cyber Dr. #101-103 Bend OR 97702. NO PHONE CALLS PLEASE. Backyard Media is an Equal Opportunity Employer. (EEOC)