

POSITION DESCRIPTION

Job Title: Sales Manager PBS Oakville

Reports to: Vice President, Pelmorex Broadcast Sales
Reporting structure is subject to change.

Responsibilities:

- Manage Television advertising sales activity, agreements and inventory for Oakville with the goal of exceeding departmental sales targets
- Manage and maintain a focused, creative and motivated team by providing leadership, resources and performance management
- Work with VP PBS to establish annual sales budgets, compensation packages, and manage account lists and territories
- Manage a personal account list (house accounts) to exceed individual target
- Monitor market activity, trends in advertising and competition
- Identify, develop and execute opportunities to optimize our advertising revenues for The Weather Network
- Work with VP PBS to develop and implement sales strategies
- Assist in the development of category-specific sales development projects
- Assist in the development of integrated media packages for PBS
- Establish and meet operational expense budgets for PBS Sales
- Hold weekly Sales meetings and maintain positive group communications
- Work closely with Sales Manager PBS Montreal to ensure on-going communication and consistent practices between offices
- Build and maintain relationships and communication with Interactive Services (IS) to maximize integrated sales opportunities
- Work with Traffic to efficiently execute ad campaigns, and develop new products and solutions to stay ahead of the market
- Work with Marketing to plan B2B efforts, sales tools, collateral, promotions and client activities
- Manage tracking systems and procedures in order to continually follow all aspects of sales performance for Television Oakville
- Accountable to foster and uphold Pelmorex values to create a positive and respectful work environment, and to ensure the fair and consistent execution of HR policies to all employees including Pelmorex's commitment to diversity and equity in the workplace
- Other duties as directed by the VP.

Responsibilities and duties may evolve and change over time.

Qualifications:

- In-depth experience in media sales, including a senior-level understanding of agency, direct and local media sales market dynamics

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- Knowledge and experience with media sales
- University Degree/College Diploma in Business Management, Sales and/or Marketing
- Five years experience managing people in a media sales environment

Competencies:

- Exceptional leadership, interpersonal and people management skills
- Excellent verbal and written communication
- Business management experience to assess key market issues and opportunities and the ability to develop plans to address them
- Superior selling, presentation and client relationship skills aimed at providing exceptional value and service

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