

VP, Sales

FLSA: Non-Exempt/ Exempt

The **Vice President of Sales** will drive Denali Media business opportunities and sales. The person in this position will be responsible for overall media sales revenue generation for Denali Media and for the development, implementation and management of sales and marketing practices and standards to ensure consistent quality sales efforts and profitable business results. Direct sales staff to achieve company revenue, market share, customer acquisition and retention efforts for assigned products, markets and territories working with both prospective and existing customers. Develop, implement and manage to formal sales, marketing and business plans with established goals. Monitor performance and motivate sales employees. Provide leadership in problem solving, strategic planning and business evaluation of opportunities. Maintain a culture within Denali Media's sales organization that is consistent with the company's Mission Statement, Declaration of Principles and Basic Principles.

Essential Duties of Position **Vice President of Sales:**

This position requires the VP to:

- Fully own the mission, goals, operations, and results of the department. This responsibility is non-delegable.
- Provide strong leadership to the VP & General Manager's direct and indirect reports. This leadership includes generating enthusiasm and shared commitment; identifying and setting new directions; teaching, growing, and empowering; owning outcomes; and leading by example. This responsibility is non-delegable. Specific leadership duties include:
 - (1) Establishing the vision and tone for the department, consistent with company culture and mission;
 - (2) Establishing clear goals and performance expectations.
 - (3) Hiring individuals who can accomplish those goals and meet those expectations, and providing them the open communications, training, tools, and mentoring they need to be successful and develop professionally, and a development path commensurate with capabilities and potential.
 - (4) Providing clear and accurate feedback to individuals and teams on a timely and consistent basis. Identifying and addressing performance problems early and effectively before they damage GCI's interests and demoralize other employees. These processes include annual performance reviews, compensation adjustments, promotions, demotions, transfers, and disciplinary actions up to and including termination.

Focus Strategy

- Drive Denali Media sales forecasts and market opportunities to include broadcast television ad sales; cable television ad sales; program/event sponsorships; GCI Channel 907 and Video on Demand; digital ad sales, including internet, and mobile platforms.
- Lead the Denali Media sales process including opportunity identification, qualification, sales strategy, proposal response and facilitating final negotiations. Establish new, and nurture existing relationships with the business and advertising community to increase the reputation and revenue for Denali Media.
- Develop an understanding of the yield management process and translate that understanding into the development and implementation of tools and processes that will grow rates, revenue and contribution.

- Participate in the establishment of the structure and processes necessary to facilitate an effective and efficient sales team at Denali Media, including the development and implementation of an industry and market appropriate annual sales compensation plan.

Leadership

- Build a world-class sales team – hire, mentor and retain top performers while coaching existing sales team members. Instill a passionate and collaborative attitude in the sales team and promote the installation of a performance drive culture and values.
- Coach the sales team to develop solution-based campaigns for existing and potential advertisers, using all of Denali's broadcast, cable, digital and integrated platforms.
- Sets the tone for continuing training requirements of key individuals to ensure that the team is prepared to take full advantage of key advances to improve and add new services for our customers. Responsible for hiring, leading, developing, and managing the performance by those reporting to this position; establish and communicate clear performance expectations; and make recommendations for salary increases. Provide timely, accurate and thorough Performance Reviews for supervised employees and recommend and or approve promotions, demotions, transfers or disciplinary actions up to an including termination. Responsible for team results.
- Build and maintain trust-based relationships with peers to ensure an effective overall Denali Media Leadership Team
- **20% Business Development/Relationship** with key customers & prospects, Participation in Department Strategic Planning; Creation & Implementation of both Strategic and Annual Marketing Plans Maintain effective internal and external communications and participate as a member of the Commercial Sales and Marketing leadership group. Gather requirements in the field to further support sales and marketing initiatives

Knowledge, Skills and Abilities:

- Excellent understanding of the broadcasting and cable television; digital and integrated marketing assets, with advanced knowledge of principles and practices of media sales.
- Leadership Proven ability to lead an organization to high levels of performance while maintaining morale and personal growth for employees in a union free environment. Ability to act as a positive mentor and coach to subordinates and instill a coaching environment in the organization. Proven ability in training, motivating and leading a team to attain market share and revenue goals. Proven experience in leading sales teams at a senior level to include developing business cases and or complex customer proposals.
- Financial skills Ability to develop detailed capital and operating budgets for the department. Familiar with reporting and tracking tools necessary to assure budget guidelines meet expectations. Experience in sales territory planning, compensation plans, budgeting and forecasting. Thorough understanding of yield management, and the ability to translate tools and resources into revenue generating actions.
- Analytical skills Demonstrated ability to analyze complex challenging problems and situations leading to optimal solutions. Strong analytical, and problem-solving skills
- Organizational skills Ability to develop the organization necessary to meet the group mission and to interface with other units within the company.
- Communications skills Excellent verbal and written communication required. Must be able to articulate information in presentation format in front of internal and external customers. Excellent oral and written communication skills; dynamic presence and stellar presentation skills.
- People skills Demonstrated ability to manage performance through motivation and counseling of different levels of employees. Proven business development experience including cultivating



opportunities, qualifying opportunities, scoping work efforts, closing on sales and finalizing contracts. Executive presence and the ability to cultivate strong client relationships through trust, customer satisfaction and accountability. Experience required in selling to and maintaining relationships with key corporate decision makers and customer service aspects of customer relationships.

Physical Requirements: Ability to perform sedentary work. Physical effort may include stooping, kneeling, touching, feeling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, talking, hearing, and repetitive motions. Clarity of vision to see near, mid-range, and color. Ability to lift and carry up to (25) lbs.

Working Conditions: Working Conditions: Primarily an office environment. The position location may vary depending on need. Must be able to remain productive with interruptions, distractions and noise. This position may require extended hours and/or weekend schedules and travel throughout the state.

The company and its subsidiaries operate in a 24/7 environment providing critical services to Alaskans and may need to respond to public health and safety matters or other business emergencies. Due to business needs employees may be contacted outside of the normal business hours to respond to the immediate emergency. As such, you will be required to provide emergency after hours contact numbers, to include your home and cell phone numbers if you have those services.

Minimum Qualifications:

- Must have a minimum of twenty years of progressive management or leadership experience; in sales, marketing and or technical/product management experience in a television production, broadcast facility or related required.
- High School diploma or equivalent is required. Bachelor's degree in Marketing, Business Management, Communications or relevant discipline required. Higher level education may contribute to professional experience on a year for year basis.
- Certifications: Industry specific certifications are highly valued and can contribute toward education
- Driving Requirements (if applicable): Must possess and maintain a valid driver's license, proof of insurance and a satisfactory driving record.

EEO: We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or another characteristic protected by law.

Please apply at: <http://www.gci.com/about/careers Job #19000025>