

Alpha Media – Anchorage, Alaska is seeking an experienced Director of Sales. This is a senior leadership position responsible for managing and leading all aspects of the sales operation. The Director of Sales is expected to achieve revenue goals for our **Anchorage and Wasilla** market, station digital platforms, and community events. The successful candidate is an enthusiastic and hardworking person who exudes passion for Alpha Media's unique platform and value proposition while providing visible leadership and communication to the market. This person must have a proven ability to prioritize work and manage the stress of a high-pressure work environment and will be expected to comply with all company procedures and internal controls associated with the assigned duties.

Alpha Media is a diverse multimedia company sharing your favorite music, sports and news across a variety of platforms. Whether it's on your phone, desktop, tablet, Alexa, Google Home or in your car, our stations will enhance your journey. We hire and retain top talent who are unique, innovative and vibrant. We believe in creating progressive products, world-class events, and building strong relationships in our communities.

Headquartered in Portland, Oregon, Alpha Media owns or operates over 200 live broadcast radio stations and digital properties covering all formats serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage.

Learn more about Alpha Media: www.alphamediausa.com

Responsibilities of this position may include:

- Develop, share, implement, and communicate sales strategies and action plans.
- Negotiate client broadcast rates, commercial schedules, and unit pricing.
- Recruit account managers and digital account executives.
- Coach and train account managers to enhance skills and overall productivity of sales department.
- Develop spot, non-spot, and digital sales opportunities.
- Implement ongoing team management routines - sales staff meetings, one-on-one meetings.
- Direct sales forecasting activities and set performance goals accordingly.
- Develop innovative sales commission and incentive plans that enhance sales results.
- Implement sales activities that generate new business and deepen existing relationships.
- Assist in collection of accounts receivable.
- Actively participate in business and community associations with the intention of developing extensive relationships with local influencers and decision makers.
- Manage department expenses.
- Provide weekly, monthly, and annual revenue/pacing reports to Market Manager.
- Create a positive, energetic, collaborative, and transparent team environment.
- Other duties as assigned and consistent with the position.

Requirements of this position include the following:

- A minimum of three years' sales management experience; industry experience preferred.
- Expertise in inventory management, digital media, and non-spot/event revenue development.
- Experience with strategic account management, sales training/leadership, pricing, and budgeting.
- Understanding of broadcast media, ratings, marketing, promotion, and collection standards.

- Extensive knowledge of sales principles and practices, and an ability to coach others to achieve their goals.
- Ability to grow business and find new revenue opportunities as well as create productive, long-term customer relationships.
- Must be a self-starter with the ability to organize, prioritize, and multi-task in a fast-paced deadline driven environment.
- Ability to balance data analytics, problem solving, and moving with speed to achieve maximum results.
- Possess a dynamic presence, stellar written and presentation skills, and excellent communication and influencing abilities across multiple levels.
- Ability to work independently or collaboratively in a team setting.
- Must be available for travel when necessary.
- This position requires a valid driver license and current vehicle insurance.

Preference may be given to candidates who have the above experience plus the following:

- Prior broadcast industry experience.
- General knowledge of sales concepts and sales software.

Benefits:

Alpha Media invests in people who invest in themselves and offers employees a competitive package of health and welfare benefits.

- Employer sponsored medical, dental & vision insurance with a variety of coverage options.
- Employee Assistance Program (EAP) for full time and part time employees as well as all household members at no cost.
- 401(k) with discretionary employer matching.
- Paid vacation, company holidays and a birthday day for you to use during your birthday month.
- Alpha Cares – paid volunteer hours.
- Pet adoption subsidy.

We are looking for someone who embodies Alpha's values of **Integrity**, a **Can Do Attitude**, **Passion**, **Competitiveness**, **Creativity** and embraces that work can be **FUN**. Someone who understands the ever-evolving nature of our business; a dynamic leader with a proven track record leading successful teams while being mindful of each and every member's professional and personal growth. If you are an innovator who truly believes community is important, let's talk.

Alpha Media is an equal opportunity employer and participates in E-Verify. [Click Here](#) to learn more about E-Verify.

If you need an accommodation to complete the application process, please contact us at 1-877-459-5750 or alpha.hrservices@alphamediausa.com and include your full name, contact information and the accommodation needed to assist you with the application process.