



## **Radio Sales Manager – Lafayette, IN**

Woof Boom Radio, a successful, privately held regional radio group is adding a Sales Manager to their Lafayette, IN team. In the Sales Manager role, primary duty is to achieve or exceed market revenue goals and lead the development of members of the sales team. Media experience is **NOT** a requirement as they have an extensive training program, but you must have the ability to lead others. Any current media Local Sales Manager or Senior Account Executive ready to move up will also be considered for this role. This position will report to the General Manager.

Woof Boom Radio believes in a strong set of values; speak the truth, do your best, do what you say you will do, treat all with respect and work with passion. They hold themselves to a high standard and expect the same from their radio “family.” This is a growing company with digital assets along with their radio formats.

Lafayette offers all the benefits of a college town with outdoor lifestyle activities year-round and less than an hour drive to a major city. The vibrant downtown remains the heart of the ever-growing community. You’ll find antiques, boutique shopping, quaint coffee shops and restaurants, including the oldest drive-in restaurant, pubs and local breweries. Plus, they have a variety of festivals throughout the year. Great place to raise a family or retire.

### **Responsibilities and Duties:**

- Lead and prepare for weekly sales meetings
- Attend meetings with account executives with their clients
- Create revenue generating sales ideas for broadcast, digital and events divisions
- Daily usage of software programs to measure overall revenue growth and account executive progress
- Lead, manage and hold sales team accountable
- Own financial metrics of the sales department including pricing, inventory, expense management, weekly revenue, pacing and forecasting
- Ability to successfully interact with other market and company departments
- Exude passion, energy and enthusiasm for the company and opportunities for business within our company to help clients achieve their business goals

### **Qualifications:**

- Experience as a proven sales leader in the role of account executive or higher
- Comprehension of overall marketing opportunities including digital, event and broadcast
- Strong verbal and written communication skills
- Microsoft 360 Office Suite

This position offers a 401K Plan, Health, Disability and Life Insurance, Comprehensive Training Programs and vacation time. The employer is an organization that actively gives back to our community through their people, time, talent and treasure.

Interested parties, please reach out in confidence to [Arminda@mediastaffingnetwork.com](mailto:Arminda@mediastaffingnetwork.com)

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