

Media Sales Executive

The MPT Foundation, Inc., a 501(c)(3) affiliate of Maryland Public Television seeks a highly experienced media sales professional to lead a team that procures sponsorships, underwriting, and funding for MPT productions. The Media Sales Executive will join the organization's leadership at the Senior Managing Director level, reporting to the network's Chief Operating Officer.

The ideal candidate will be responsible for driving all sales-related revenue at the network. He/she will create and oversee annual business plans for the sales units, integrating the team's work into the funding and timing needs of the network's Content and Development units. The successful candidate will have a thorough understanding of media sales, demonstrated leadership in a sales organization, and excellent oral and written communications skills. Experience in public broadcasting is preferred but not required.

Job duties:

- **Revenue & forecasting** ... Incumbent develops and executes plans to meet or exceed the unit's sales targets, reporting on a quarterly basis to management. The incumbent performs forecasting and budgeting and both monitors and manages the network's "inventory" of available advertising assets.
- **Team management** ... Incumbent hires, trains, motivates a team of account executives, as well as install and maintain a high-performing sales culture.
- **Equipping for sales** ... Incumbent will ensure account executives are equipped with sales materials, ensuring the professional appearance and content of such materials to represent the network effectively and ensure that the sales team offers prospects the best possible solutions to their marketing challenges with the network's inventory of available advertising assets.
- **Client relations** ... The incumbent cultivates strong relationships with key clients to help ensure long-term client retention.

Qualifications:

- 8 years of experience in media sales with at least 3 years in a management role
- Undergraduate degree in marketing, business administration or related field (Masters Degree is preferred. Experience can be used to substitute for education on a year by year basis)
- Thorough understanding of sales (including pricing strategies, audience research, competitive challenges, and market dynamics)
- Proficient in technology used for sales management, prospecting, presentations, and tracking
- Proven track record of successfully meeting metrics
- Strong negotiation, communication, and planning skills

Salary:

\$100 - \$120k plus competitive commission

To apply, please send a cover letter accompanied by your resume to Aclark@mpt.org.

Please call (410) 581-4115 with any questions.