

Managing Director - Corporate Support
Open Unit 05/17/2024

Location:

Maryland Public Television
11767 Owings Mills Blvd.,
Owings Mills, MD 21117

The Maryland Public Television (MPT) Foundation, Inc. is a private, non-profit 501(c)(3) corporation established in 1981 to encourage increase funding for MPT and to receive donations and grants on MPT's behalf. The Foundation also safeguards MPT's endowment fund in an effort to insulate MPT from economic hard times.

We are seeking a full time dynamic and results-driven Sales Manager to join our team. The Sales Manager will be responsible for driving revenue growth through the sale of corporate sponsorship across various media platforms. This role requires a strategic thinker with exceptional sales skills, a deep understanding of the media landscape, and the ability to build and maintain strong client relationships. The ideal candidate will have a proven track record of exceeding sales targets and will thrive in a fast-paced, competitive environment.

Position Duties:

Responsibilities include but are not limited to:

- Develop and implement strategic sales plans to achieve revenue targets and maximize profitability.
- Identify and pursue new business opportunities by prospecting, cold calling, networking, and attending industry events.
- Build and maintain strong relationships with existing clients to ensure high levels of client satisfaction and retention.
- Collaborate with internal teams, including development, creative services, content, to develop customized sponsorship solutions that meet client objectives.
- Stay informed about industry trends, market conditions, and competitor activities to identify opportunities for growth and innovation.
- Prepare and deliver persuasive sales presentations and proposals to prospective clients.
- Negotiate pricing, terms, and contracts with clients to ensure mutually beneficial agreements.
- Monitor and analyze sales performance metrics to track progress towards goals and identify areas for improvement.
- Provide regular updates and reports to senior management on sales activities, pipeline development, and revenue forecasts.
- Lead the sales team members to achieve their sales targets and professional development goals.
- Other duties as assigned

Minimum Qualifications:

Education: . Bachelor's degree in Business Administration, Marketing, Communications, or a

related field.

Experience: Proven track record of success in media sales, with a minimum of 5 years of experience in a similar role.

Desired or Preferred Qualifications:

- Deep understanding of the media landscape, including digital, print, and broadcast.
- Strong sales acumen with the ability to identify and capitalize on opportunities for revenue growth.
- Excellent communication and presentation skills, with the ability to articulate value propositions effectively.
- Strong negotiation and closing skills, with a demonstrated ability to overcome objections and secure deals.
- Highly organized and detail-oriented, with the ability to manage multiple projects simultaneously.
- Proficiency in CRM (?) software and other sales productivity tools.
- Motivated self-starter with a proactive and results-driven approach to sales.
- Ability to thrive in a fast-paced, competitive environment and adapt to changing priorities and deadlines

Salary: \$75,000 – 80,000 plus commission.

Please respond by emailing your cover letter and resume by **05/17/2024** with the title: **Managing Director - Corporate Support** to:

Human Resources
Attention : Aaron Clark
410-581-4115
Aaron.Clark1@mpt.org

EOE

Maryland Public Television promotes and creates a working and learning environment rooted in the basic tenets of fairness, diversity, and inclusiveness.

We thank our Veterans for their service to our country.

People with disabilities and bilingual candidates are encouraged to apply.

As an equal opportunity employer, Maryland is committed to recruitment, retaining and promoting employees who are reflective of the State's diversity.