



## General Manager / Wilmington, DE

WSTW, WDEL, WDEL-FM

**Job Position:** This is an exciting opportunity to grow and manage a direct sales team and be part of a growing company. The position requires strong leadership and interpersonal skills.

**Responsibilities:**

- The General Manager is responsible and accountable for overall administration, personnel, programming, technical operations and public relations of the station.
- Support, coach and train account executives with the goal of meeting and/or exceeding station revenue goals.
- Spend a majority of the time (95%) with account executives in face to face calls with prospects and clients, assisting Account Executives with presentations and in-field coaching.
- Manage, recruit and hire top notch Account Executives.
- Prepare revenue budgets and revenue forecasts.
- Develop and implement strategic sales plans to achieve revenue goals.
- Develop new business by prospecting, qualifying, conducting CNAs, and presenting solutions to businesses.
- Follow through with established accountability standards developed by Corporate, the VP of Sales and President.
- Responsible for maximizing client revenue opportunities with on-going account list management.
- Monitor and evaluate activities of each seller using our Matrix CRM system.

**Salary:** Commensurate with experience

Resumes/Examples of work are being accepted. Please email your resume and cover letter today to: [careers@forevermediainc.com](mailto:careers@forevermediainc.com).

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