

Clark Atlanta University

Job Description

Position Title:	Director of Corporate Sales
Employee:	
Department:	WCLK
Reports To:	General Manager

The following statements are intended to describe the general nature and level of work to be performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Function (Description):

The Director of Corporate Sales oversees the day-to-day operation of all sales, sponsorship and underwriting activities for the station. Responsibilities include managing sales staff, client prospecting, sales tracking and revenue generation to ensure weekly, monthly and annual revenues goals are obtained. Duties include account management, development of sales strategies utilizing research, and audience data to grow client bases. Responsible for all underwriting and sponsorship of major events. Develops specialty programs and sponsors decks, and updates station rate cards for competitive growth year over year. Creates activities and events that generate nontraditional revenues. Ensures FCC compliance guidelines for air messaging. Helps to ensure self-sufficiency goals as set by station.

Examples of Duties and Responsibilities:

1. Prospects corporate clients and maintains client database for sales department. Assigns management of accounts, cultivates specialty sponsorship activities for seasonal revenue opportunities, i.e. Jazz Appreciation, Black History Month in addition to developing targeted sponsorship for programming specials and benefit events.
2. Develop sales strategies for new client growth as well as from diverse industries. Designs custom and general sponsor decks for clients. Ensures that all sales materials are updated including rate card, general sales and sponsor decks.
3. Conducts meetings with sales team to enhance client base and revenue growth. Provides account management around the clock. Develops and implements monthly targets per rep and tracks department performance. Handles department personnel reviews and commission receipts.
4. Ensures FCC compliance for underwriting and on-air messaging are followed. Develops sales strategies, provides client leads designs special rate packages and develops and upgrades marketing materials
5. Disseminates audience research. Handles and maintains sales software databases such as Nielsen, RRC audience and qualitative research.
6. Works with all department heads to help stimulate new business, (i.e. programming, promotions,

Membership, and production).

7. Other duties as necessary.

Knowledge, Skills and Abilities

Ten years of competitive media sales

Minimum Hiring Standards

Education	
Years of Experience Required	
Years of Management/Supervisor Experience	

Employee

Date

Manager/Supervisor

Date

Human Resources

Date