



Great Job – Great City – Great Company

General Sales Manager
Jim Pattison Broadcast Group
Medicine Hat, Alberta

Our long time GSM is retiring and shining up his golf clubs, and we have the opportunity of a lifetime for the right team leader! Are you the high energy, creative Sales Manager we're looking for? As part of the Senior Management Team, our new GSM will be responsible for sales success at our market-leading stations, CHAT 94.5 FM, MY96 FM, and CHAT TV. We're in Canada's sunniest city—a great place to live!

We're looking for an individual who lives by our Pattison values of Trust, Integrity, Quality, Innovation, Commitment, and Customer Service. The successful applicant will lead a 14 person sales and traffic team. We're a growing and leading broadcast company that respects our people and is firmly committed to Total Team Involvement!

Responsibilities:

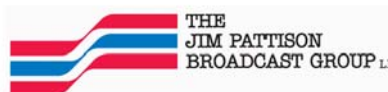
- Maintain a positive and enthusiastic climate while overseeing all areas of sales
- Motivate our local account executives, and our national and regional reps, to achieve and overachieve their targets
- Recruit, hire and train new account executives as needed
- Provide mentoring and coaching to ensure team members are given the best opportunity to succeed
- Develop short and long-term strategies and tactics to best present our products, and then translate those plans into action
- Maintain a positive relationship with our client base and our community
- Provide valuable input to our senior management team

Requirements:

- Education and training in sales
- An extensive history of broadcast sales and sales management success in Radio and TV
- An understanding of the changing demands in today's broadcast industry
- Great skills in communication, motivation, organization, and problem solving

If you're that person, please contact us by February 28, 2012.

Dave Sherwood, General Manager
Jim Pattison Broadcast Group – Medicine Hat
10 Boundary Road SE
Redcliff, Alberta
T0J 2P0
dsherwood@jpbq.com



As part of the Jim Pattison Broadcast Group's Employment Equity Policy, we welcome applications from people with disabilities and people of all cultural and ethnic backgrounds.