



**ALPHAMEDIA**  
LIVE . LOCAL . USA

## MARKET MANAGER

*Job Code:*

*EEOC Class:* Officials and Managers

*Pay Type:* Exempt

### Scope

Alpha Media is searching for a dynamic Market Manager to lead our organization in Fredericksburg, Virginia. Reporting to the EVP, the Market Manager is responsible for the setting and execution of the overall strategic and cultural plan for the group. The Market Manager ensures best practices are deployed consistently with the primary responsibilities including: providing strategic leadership and vision; building and developing a high-performing leadership team; achieving and exceeding sales and revenue targets and setting the strategic direction of programming in partnership with the full complement of resources available through Alpha Media.

### General Responsibilities

- Recruit, hire and lead all department heads
- Set the tone for a very positive and supportive team culture
- Develop strategic plans for market growth and profitability
- Regulatory Compliance
- Provide regular performance feedback and development of the staff
- Partner with the Corporate team to provide maximum assets and opportunities for the local staff

### Required Knowledge, Skills & Abilities

- Knowledge in all aspects of broadcasting sales and programming
- Knowledge of all applicable FCC rules and regulations
- Knowledge of EEO and labor laws
- Excellent problem-solving ability and skill in prioritizing
- A track record of success in serving the local community
- Demonstrated ability to create, communicate and implement strategies and vision
- Proven success leading and developing best-in-class management teams
- Proven track record of running successful and profitable business operations with documented revenue growth success
- Ability to grow the business and find new revenue opportunities over time, as well as create productive, long-term customer relationships
- Strong talent mindset – exceptional people management and team performance experience
- Excellent communication and influencing abilities across multiple levels while creating and leveraging a highly collaborative operating environment
- Computer literacy in applicable programs
- Excellent verbal and written communication skills
- Ability to interact with management and staff at all levels
- Ability to multi-task and handle pressure and deadlines

Preference may be given to candidates who meet the above requirements plus have the following:

- Experience as a Market Manager in a small to medium sized market

***This job description may be modified at any time as deemed appropriate by management or consistent with the essence of the job.***

- A minimum of three years of experience as a Director of Sales in a medium to large market
- Proven experience and ability to develop community and client relationships

*Education and Licensing Requirements*

---

Bachelor's degree in Business, Communication, Accounting, Finance or related field; or equivalent level of experience

Experience in Human Resources practices and procedures

Valid state driver's license

If you feel you are a qualified candidate and want to join a fast-moving, growing media company, submit your cover letter and resume ASAP by going to [AlphaMediaUSA.com/careers](http://AlphaMediaUSA.com/careers). You may also mail the same to:

Alpha Media  
Attn: HR - Market Manager  
1211 SW 5th Avenue, Suite 750  
Portland, OR 97204

*Alpha Media is an equal opportunity employer and participates in E-Verify.*