

Manager, Underwriting Sales



Reports To
COO

Job Overview

The Manager, Underwriting Sales will lead a geographically distributed sales team across WAMC's seven-state coverage area, overseeing all sponsorship revenue activities for the Hudson Valley, Greater Albany, Saratoga, the Berkshires, and Southern Vermont. This position is responsible for achieving revenue budgets, coaching and developing Account Executives, and overseeing sales strategy and inventory management.

Responsibilities and Duties

Team Leadership & Development

- Supervise, hire, train, and coach sales team members based across multiple locations (Saratoga, Bennington, Hudson Valley, Berkshires)
- Provide regular performance feedback and quarterly reviews
- Develop individualized development plans and training programs
- Foster a collaborative work environment across a distributed team
- Lead regular sales meetings to maintain team connection and accountability. Sales meetings will take place both in person and via Zoom.

Revenue Management

- Meet and exceed monthly and annual revenue budgets
- Manage individual Account Executives to achieve sales targets
- Maintain and optimize sales inventory across broadcast, digital, and event sponsorships
- Oversee pricing strategy and rate implementation
- Handle trade and promotional requests in coordination with finance and marketing

Sales Strategy & Operations

- Develop and execute sales projections, plans, and marketing strategies
- Manage prospect identification and development across key industry verticals (including healthcare, finance, education, cultural institutions, professional services)
- Create industry-specific sales tools (one-sheets, media kit, etc.), talking points, and email sequences
- Apply audience demographic data to develop compelling sponsorship packages
- Ensure FCC compliance in all sponsorship messaging and materials
- Utilize CRM tools effectively for prospect management, sales projections, and reporting

Account Management

- Coach account executives in the field across the region
- Support team with customized proposals, research, and client presentations
- Build long-term relationships with sponsors and prospects

Required Qualifications

- Experience:
- Minimum 5-7 years of media sales experience, including management responsibilities

- Proven track record of meeting revenue targets through prospecting and account development
- Experience managing distributed or remote teams preferred

Skills & Knowledge:

- Strong leadership, coaching, and team development abilities
- Excellent organizational, communication, and presentation skills
- Understanding of broadcast inventory management and media research
- Knowledge of CRM systems and sales management software
- Ability to analyze and apply audience demographic data
- Budget creation and financial management experience
- Familiarity with public radio, FCC underwriting regulations, and mission-driven media

Personal Qualities:

- Strategic thinker with attention to detail and strong follow-through
- Collaborative approach with the ability to work across departments
- Self-motivated with a high degree of professional initiative
- Comfortable working in a fast-paced, multi-priority environment
- Persistent, persuasive, and skilled at problem-solving

Preferred Qualifications

- Knowledge of Microsoft Office Suite & Google Drive, including PowerPoint/Slides, Word/Doc, and Excel/Sheet
- Experience with CRM/Sales Management tools
- Knowledge of Nielsen/PPM, Tapscan, or similar industry research tools
- Experience with public radio or non-profit media sales
- Familiarity with WAMC's regional market and demographics
- Understanding of digital media and event sponsorship products

Location: Albany, NY (with regional travel)

Status: Full-time, on-site

Target Compensation: \$75,000-\$90,000 (Base + Commission & Bonuses)