

B-3: National Sales Manager

Date of Hire: 03/01/2012

Referral Source of Hire: Internal Posting

# of Interviewees for position and  
referral sources of interviewees 6 Interviewees

Employee Referral 1  
Career Builder Internal 2  
TAB 3

## **JOB DESCRIPTION**

**JOB TITLE:** National Sales Manager  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** General Sales Manager

### **POSITION OVERVIEW:**

The National Sales Manager will develop and manage client relationships within a region, particularly with local clients with multi-market potential or influence and will represent the benefits of working with their local market or regions to advertising agencies across the country.

### **FUNCTIONAL RESPONSIBILITIES:**

- Manage external and internal relationships as it pertains to business
- Influence existing and potential clients on the local market in all business categories (Auto, QSR, Retail, Communications, Financial etc)
- Communicates Univision value proposition as it aligns to the market/region to advertising agencies nationwide
- Communicates Univision value proposition along with specific market opportunities to National sales force for communication to advertising agencies
- Approve pricing for multi-market orders for his/her market
- Coordinate across corporate resources (i.e.: research/promotions teams) and work with other business unit sales teams (i.e.: radio/digital teams) to build business case
- Supervise National Account Coordinator
- Strategize alongside National Account Manager and National Sales team
- Aide in inventory management
- Forecast revenue monthly, quarterly and annually
- Travel locally and nationally as necessary based on station's needs

### **EDUCATION REQUIREMENTS:**

- Bachelor's degree or above

### **EXPERIENCE/ KNOWLEDGE/ SKILLS REQUIREMENTS:**

- Minimum 3-5 years of advertising sales experience
- Excellent written and verbal communication skills
- Ability to influence and inspire others
- Understands region/market dynamics
- Ability to deal with large, multinational clients and advertising agencies
- Team management experience

***Following would be a plus:***

- Spanish conversational ability
- Familiarity with Television and Spanish Language Media
- Knowledge of Donovan, Nielsen, Scarborough, OSI, Matrix, Concur & Kantar

**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

**JOB TITLE:** National Sales Manager

**JOB NUMBER:** KAKW #2011-03

Christine Martinez-Escobar

[cescobar@univision.net](mailto:cescobar@univision.net)

2233 W. North Loop Blvd.

Austin, TX 78756

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## Texas Association of Broadcasters

Representing free, over-the-air radio  
and television stations since 1953.

# Job Details: National Sales Manager

**First Name**

Blanca

**Last Name**

Gaytan

**City**

Austin

**State**

Texas

**Category**

Television

**Job  
Description**

JOB TITLE: National Sales Manager  
LOCATION: Austin, TX  
DEPARTMENT: Sales  
REPORTS TO: General Sales Manager

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**INTERESTED CANDIDATES PLEASE SUBMIT RESUME TO:**

JOB TITLE: National Sales Manager  
JOB NUMBER: KAKW #2011-03  
C/o EEO OFFICER: Lydia Luna-Buchmann  
Christine Martinez-Escobar  
cescobar@univision.net  
2233 W. North Loop Blvd.  
Austin, TX 78756


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**Station /  
Company**

Univision

**Date Posted**

2011-12-30 10:37:19

 [Back to Search Results](#)

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site by [trademarkmedia](#) | [site information](#) | [site map](#) | [terms of service](#)

[austin craigslist](#) > jobs > tv/film/video/radio jobs > [ logged in as [bgaytan@univision.net](#) ] [ [logout](#) ]  
payment confirmation [ no profile selected ]

---

**Thanks for posting with us, we really appreciate it!**

---

2011-12-30 -- payment ID 23385018

Description	Price
National Sales Manager	
PostingID 2775443628: <i>austin &gt; tv/film/video/radio jobs</i>	25.00
<b>Total:</b>	<b>25.00</b>

---

Please visit your [account home page](#) to manage this posting.

## Blanca Gaytan

---

**From:** craigslist - automated message, do not reply [robot@craigslist.org]  
**Sent:** Friday, December 30, 2011 10:13 AM  
**To:** Blanca Gaytan  
**Subject:** craigslist post 2775443628: "National Sales Manager"

This email contains:

- 1) information about your transaction
  - 2) instructions for how to locate, edit or delete your post
  - 3) instructions for contacting craigslist
- 

1) information about your transaction

posting ID: 2775443628  
date: 2011-12-30  
Payment ID: 23385018

Item: jobs posting  
Title: National Sales Manager  
Location: austin  
Category: tv/film/video/radio jobs

**Quantity: 1 posting**  
Total: 25.00

---

2) how to locate, edit, or delete your post

Your ad can be found here:

<http://austin.craigslist.org/tfr/2775443628.html>

To edit your ad:

[https://post.craigslist.org/u/ehLLM\\_8y4RG-V0jgINTbVg/2hgcb](https://post.craigslist.org/u/ehLLM_8y4RG-V0jgINTbVg/2hgcb)

---

3) contact information for craigslist

for issues related to billing, credit cards, paid posting accounts:

email: [billing@craigslist.org](mailto:billing@craigslist.org)

phone: 415-566-6394, extension 5583

mailing address: craigslist Accounts Receivable, P.O. Box 225159, San Francisco, CA 94122-5159

fax: 415-566-1615

for other customer service issues:

email: [jobs@craigslist.org](mailto:jobs@craigslist.org)

(or reply back to this message)



## Blanca Gaytan

---

**From:** Lisa [lrodriguez@gahcc.org]  
**Sent:** Monday, January 09, 2012 2:16 PM  
**To:** Blanca Gaytan  
**Subject:** RE: job posting

Hi Blanca,

Thank you for your job listing!

I've updated our website and you can view the posting [here](#).

 *Lisa Rodriguez*

**Marketing Communications Manager**

Greater Austin Hispanic Chamber of Commerce

2800 South IH-35, Suite 260, Austin, Texas 78704

P: (512) 476-7502 | D: (512) 462-4300 | F: (512) 476-6417

Visit us online at [www.gahcc.org](http://www.gahcc.org)

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**From:** Blanca Gaytan [<mailto:bgaytan@univision.net>]  
**Sent:** Monday, January 09, 2012 11:22 AM  
**To:** lrodriguez@gahcc.org  
**Subject:** job posting

Hello Lisa,

Please post the attached job.

Thank you,

Blanca Gaytan | Accounting Assistant | Univision Communications Inc. | 2233 W. North Loop Boulevard, Austin, TX 78756  
Direct: (512) 533-2803 | [bgaytan@univision.net](mailto:bgaytan@univision.net) | <http://www.univision.com>



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No virus found in this message.

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 10.0.1416 / Virus Database: 2109/4132 - Release Date: 01/09/12

The information contained in this e-mail and any attached documents may be privileged, confidential and protected from disclosure. If you are not the intended recipient you may not read, copy, distribute or use this

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Print Page

## National Sales Manager

### Univision Communications Inc.

[Start New Search >>](#)

- [Learn more about this company >>](#)
- [View all jobs at this company >>](#)



#### Job Snapshot

**Location :** 2233 W North Loop Blvd  
Austin, TX 78756 ([Map it!](#))

**Employee Type :** Full-Time

**Industry :** Broadcasting - Radio - TV

**Manages Others :** Yes

**Job Type :** Management  
Telecommunications

**Education :** 4 Year Degree

**Experience :** 3 to 5 years

**Post Date :** 12/30/2011

#### Contact Information

**Contact :** Christine Martinez-Escobar

**Ref ID :** KAKW #2011-3

#### Description

**JOB TITLE:** National Sales Manager  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** General Sales Manager

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**JOB TITLE:** National Sales Manager

**JOB NUMBER:** KAKW #2011-03

**C/O EEO OFFICER:** Lydia Luna-Buchmann

Christine Martínez-Escobar

[\[Click Here to Email Your Resumé\]](#)

2233 W. North Loop Blvd.

Austin, TX 78756

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[Find National Sales Manager Salary Information >>](#)



[Click Here to See Training Courses related to this Job >>](#)

#### CareerBuilder.com Advice

For your [privacy and protection](#), when applying to a job online:

Never give your social security number to a prospective employer, provide credit card or bank account information, or perform any sort of monetary transaction. [Learn More >>](#)

By applying to a job using CareerBuilder.com you are agreeing to comply with and be subject to the CareerBuilder.com [Terms and Conditions](#) for use of our website. To use our website, you must agree with the [Terms and Conditions](#) and both meet and comply with their provisions.

## Chris Albrecht

---

**From:** Blanca Gaytan  
**Sent:** Friday, December 30, 2011 11:43 AM  
**To:** Chris Albrecht  
**Subject:** FW: job posting  
**Attachments:** KAKW #2011-03 National Sales Manager.doc

For EEO files

Blanca Gaytan | Weather/Accounting Assistant | Univision Communications Inc. | 2233 W. North Loop  
Boulevard, Austin, TX 78756  
Direct: 512-533-2803 | [bgaytan@univision.net](mailto:bgaytan@univision.net) | <http://www.univision.com>



---

**From:** Blanca Gaytan  
**Sent:** Friday, December 30, 2011 11:42 AM  
**To:** 'ACC'; 'Concordia University'; 'GAHCC'; 'Huston Tillotson College'; 'ITT-Tech'; 'League of United Latin American Citizens'; 'Southwestern University'; 'St Edwards University'; 'Texas Higher Education Coordinating Board'; 'Texas Workforce Commission'; 'Virginia College'  
**Subject:** job posting

Hello,

Please post the attached job.

Thank you,

## Chris Albrecht

---

**From:** Chris Albrecht  
**Sent:** Friday, December 30, 2011 10:53 AM  
**To:** Michelle Courtright; Ginny Schoggins; Kelly Grannan  
**Cc:** Blanca Gaytan  
**Subject:** RE: Job Posting.  
**Attachments:** KAKW #2011-03 National Sales Manager.doc

Sorry guys! Here you go...

---

**From:** Michelle Courtright  
**Sent:** Friday, December 30, 2011 10:51 AM  
**To:** Michelle Courtright; Ginny Schoggins; Kelly Grannan  
**Cc:** Chris Albrecht  
**Subject:** RE: Job Posting.

OH LORD! Disregard this one, too! I got a little excited! The "clean" version is forthcoming. SIGH!

---

**From:** Michelle Courtright  
**Sent:** Friday, December 30, 2011 10:50 AM  
**To:** 'Ginny Schoggins'; 'Kelly Grannan'  
**Cc:** Chris Albrecht  
**Subject:** FW: Job Posting.  
**Importance:** High

Ladies! Please use this one instead! Thanks!

---

**From:** Chris Albrecht  
**Sent:** Friday, December 30, 2011 10:49 AM  
**To:** Michelle Courtright  
**Subject:** FW: Job Posting.  
**Importance:** High

Oops...this is the market up version. Let me send you the clean verison.

Chris Albrecht | Business Manager | Univision Communications Inc. | 2233 W. North Loop Boulevard, Austin, TX 78756  
Direct: (512) 533-2802 | Mobile: (512) 695-5439 | Fax: (512) 533-2884 | [calbrecht@univision.net](mailto:calbrecht@univision.net) | <http://www.univision.com>



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**From:** Blanca Gaytan  
**Sent:** Friday, December 30, 2011 10:48 AM  
**To:** Chris Albrecht  
**Subject:** FW: Job Posting.  
**Importance:** High

---

**From:** Michelle Courtright  
**Sent:** Friday, December 30, 2011 10:47 AM  
**To:** Ginny Schoggins; Kelly Grannan

**Cc:** Blanca Gaytan  
**Subject:** FW: Job Posting.  
**Importance:** High

Hey, gals! We have a new job psoting!

Michelle Courtright | Traffic Manager | Univision Communications Inc. | 2233 W. North Loop Boulevard, Austin, TX 78756  
Direct: (512) 533-2854 | Mobile: (512) 497-5672 | [mcourtright@univision.net](mailto:mcourtright@univision.net) | <http://www.univision.com>



**From:** Blanca Gaytan  
**Sent:** Friday, December 30, 2011 10:47 AM  
**To:** Michelle Courtright  
**Subject:** Job Posting.

Hello,

Please post the attached job on the American Woman in Radio and Television news letter.

Thank you,

Blanca Gaytan | Weather/Accounting Assistant | Univision Communications Inc. | 2233 W. North Loop  
Boulevard, Austin, TX 78756  
Direct: 512-533-2803 | [bgaytan@univision.net](mailto:bgaytan@univision.net) | <http://www.univision.com>



# CAREER CONNECTION



Please visit <http://awmaustin.org/careers/>  
for full job descriptions and contact information.



Account Executive  
Sales Assistant- KROX & KLBJ-FM  
Software Developer (PHP/MySQL)



Master Control Operator  
Studio/Control Room Operator (PT)  
Topical Producer  
Sales Account Executive



Account Executive  
Internships



Weekend Weather Anchor  
Weekday Morning News Anchor/Reporter  
In-Studio Traffic Reporter (PT)  
Internships



News Anchor  
Reporter (2)  
Photographer  
Producer  
Internships



Promotions Technician  
Account Executive  
Board Operator



National Sales Manager  
Sales and Marketing Intern

To have a position posted on the Austin AWM website and newsletter,  
please e-mail a brief description to [career@awmaustin.org](mailto:career@awmaustin.org).





## Blanca Gaytan

---

**From:** Michelle Courtright  
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**To:** Ginny Schoggins; Kelly Grannan  
**Cc:** Blanca Gaytan  
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**Blanca Gaytan**

---

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Hello,

Please post the attached job on the American Woman in Radio and Television news letter.

Thank you,

## Chris Albrecht

---

**From:** Blanca Gaytan  
**Sent:** Friday, December 30, 2011 11:07 AM  
**To:** Chris Albrecht  
**Subject:** FW: TVJobs.com - National Sales Manager job posted

Blanca Gaytan | Weather/Accounting Assistant | Univision Communications Inc. | 2233 W. North Loop Boulevard, Austin, TX 78756  
Direct: 512-533-2803 | [bgaytan@univision.net](mailto:bgaytan@univision.net) | [www.univision.com](http://www.univision.com)

-----Original Message-----

**From:** jobs@tvjobs.com [mailto:jobs@tvjobs.com]  
**Sent:** Friday, December 30, 2011 11:05 AM  
**To:** Blanca Gaytan  
**Subject:** TVJobs.com - National Sales Manager job posted

JOB POSTING NOTIFICATION FROM TVJOBS

Blanca Gaytan,

Your "National Sales Manager" position was just posted in the TVJobs.com Database and is now available online...

Station : KAKW  
Position: National Sales Manager (KAKW #2011-0)  
Category: Sales - National Sales Manager Job ID : TVJ#34176394 Posted : 12/30/2011 Expires : 1/30/2012 Status : Registered Employer - Job Posted Ad Text :

National Sales Manager

**JOB TITLE:** National Sales Manager  
**LOCATION:** Austin, TX  
**DEPARTMENT:** Sales  
**REPORTS TO:** General Sales Manager

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JOB NUMBER: KAKW #2011-03

Christine Martinez-Escobar

[cescobar@univision.net](mailto:cescobar@univision.net)

2233 W. North Loop Blvd.

Austin, TX 78756

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#### Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.
2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at

1 am PST on 1/30/2012.

5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.
6. If you would like to verify that the actual job listing is online, point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=0571481372275033>

TIP! The above address is a good way to check on the status of this position. Keep this address where you can easily find it.

Thank you very much for posting your available positions at TVJobs.  
If we can be of any further assistance, don't hesitate to ask.

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs.com  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

>>This message has been automatically generated by TVJobs to help you  
>>manage your online jobs.<<

## Blanca Gaytan

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## NSM – AUSTIN

- |                   |      |                        |
|-------------------|------|------------------------|
| 1. JOHN RANGEL    | 1/6  | INTERNAL REFERRAL      |
| 2. JESSICA MASON  | 1/10 | INTERNAL CAREERBUILDER |
| 3. JULIO BERMUDEZ | 1/16 | TAB                    |
| 4. LEE PITLUCK    | 1/26 | TAB                    |
| 5. MARY REDING    | 1/27 | INTERNAL CAREERBUILDER |
| 6. JAMIE JORDAN   | 1/27 | TAB                    |