

**JOB VACANCY ANNOUNCEMENT**  
**General Manager**  
**JOB # 10-0210**

**Full-Time, Exempt Position**

Posting Date: 12/20/2023

**Company Description:**

American General Media is a family-owned and operated company seeking a General Manager for their Bakersfield, CA station group. Our company takes great pride in the tradition of a working environment that values honesty, integrity, and fairness for each other, our clients, and our audience. As a family-owned company, our colleagues are valued contributors to the creative spirit of AGM, which thrives best through a passionate and dedicated team committed to finding the best way to serve our audience, clients, and community.

Bakersfield culture has a strong sense of family and community with a love of arts, music, and theatre. It's also well-known for its oil & agriculture industries and long-standing Basque community. Bakersfield's centralized location offers plenty of outdoor opportunities both locally and within driving distance. From its miles of bike paths and more than 60 public parks locally to the many beaches stretching the entire coast and California's expansive national forests. The compensation package includes a competitive base salary plus bonus structure, competitive health, dental & vision coverage plans, 9 paid holidays per year, 401k with company match, paid vacation, paid sick days & many more ancillary benefits!

**Ideal candidate:** A self-motivated individual who will understand our brands and how to translate those brands to ratings and revenue. They should have demonstrated success in leading sales-driven organizations and developing revenue streams across multiple media platforms. Applicants should have strong leadership skills and experience overseeing and directing department heads as well as promoting teamwork within all areas of the station's operations. Minimum of 5 years of previous management in media preferred. Proven success in creating integrated marketing solutions involving spot radio, live endorsements, digital and social media, and live events.

**Position Description:**

An experienced leader to ensure the propriety of business transactions and compliance with company policy; maintain records of business activity to ensure good internal control, meaningful and timely reporting, and compliance with FCC Rules and Regulations. Direct personnel development. Oversee FCC Public File and all aspects of Sales, Promotions and Programming.

## **Essential Duties and Responsibilities:**

- Maintain current knowledge of FCC rules & regulations.
- Oversee matters of reporting and compliance with FCC rules & regulations to protect radio licenses.
- Create broadcast cash flow commensurate with the market and the industry standards that will fully meet the financial requirements of the station cluster.
- Manage personnel engaged in departments such as Sales, Traffic, Programming, and Promotions.
- Create sales packages and event sponsorships and set sales goals.
- Plan, create, and adhere to the annual budget.
- Personnel Development: oversee and approve the hiring, training, management and discipline of office, traffic, sales and programming staff. Ensure utilization of EEO hiring procedures and other company policies related to training, management & discipline.
- Provide subordinates with adequate supervision and motivation. Maintain a professional atmosphere with emphasis on teamwork, good work habits and organization.
- Participated in operational planning process for stations.
- Interface with all other managers to maintain smooth workflow between stations in the AGM cluster. Keep clear communications with managers regarding any problems. Help to resolve problems and revise procedures to facilitate accurate and timely workflow within and between departments and locations.
- Oversee Public File, EEOP, OSHA, and FCC rules and regulations.
- Create and manage annual budgets, forecasts, inventory control, and station goals.
- Work with Sales Departments to increase revenue and create/meet sales goals.
- Develop and manage all event marketing and digital revenue.
- Constantly recruit, hire, and train new Account Executives.
- Develop and maintain strong relationships with clients and community leaders.
- Possess excellent verbal and written communication skills.
- Involvement in local and civic organizations is critical.
- Possess deep skills in all software and systems used by the industry and AGM.
- Maintain a positive attitude in the work environment.
- Approve and maintain all contracts, station marketing material, and promotional activity.
- Communicate and work with Corporate on policies and procedures related to HR, legal, insurance, EEO, payables, payroll, and other possible issues.
- Follow guidelines as defined in the Employee Handbook and any other company procedures established.

## **Qualifications and Skills**

- Goal-oriented and self-motivated with proven capability of decently organizing, performing work, and assuring follow-through.
- Proven ability to effectively analyze matters and exercise good judgment.
- Proven ability to prepare clear, concise, timely and complete written reports.
- Ability to supervise management in the preparation of reports, graphs and documentations, using computer and other company resources.
- A person of impeccable integrity.
- Ability to work closely and harmoniously with location and department managers in providing useful information and recommendations for efficient operation.
- Ability to develop and maintain effective communications with everyone with whom you must interact during the performance of job responsibilities.
- Project desired company image with respect to dress and demeanor.
- Fully support company's mission, commitments, and core values.
- Proficient knowledge in MS Office programs.
- Prior knowledge and/or ability to learn specialized software such as Marketron and Visual Traffic.
- Posses and maintain current valid driver's license.
- Registered and reliable personal transportation.
- Insurable under the company policy through a clean driving record.

Salary Range:

\$125k - \$150k annually plus bonuses. Salary is DOE.

Benefits:

- 401k with employer match
- HMO, PPO & HSA health plan options
- Dental Insurance
- Vision Insurance
- Company-paid Life Insurance
- Ancillary health coverage products available
- Paid Vacation Accruals
- Paid Sick Time Accruals
- 9 paid holidays per year

Submit resume to: [agmcorp@agmgroup.biz](mailto:agmcorp@agmgroup.biz) or mail to PO BOX 2700 Bakersfield CA 93303, Attn: HR Department  
Reference Job #10-0210

AGM is a proud EOE.