



POSITION DESCRIPTION BUSINESS DEVELOPMENT/ SALES REPRESENTATIVE

Works with:

CEO, Digital Media Manager, sponsors, companies, churches, media organisations, volunteers and other stakeholders.

Responsible to:

CEO.

Team:

Sales – market includes Orange, Bathurst, Wagga Wagga, Dubbo and the Illawarra and Shoalhaven.

Hours of Work:

Full time.

Duties:

The duties include, but are not limited to:

- Gain partnerships with agencies, churches and sponsors as directed from time to time by the Chief Executive Officer (CEO).
- Use your best endeavours to achieve the community and commercial engagement revenue targets set by your CEO.
- Consistently work towards achievement of the Christian Media Hub's (CMH's) Minimum Standards of Performance.
- Conduct business for the CMH in a professional manner and at all times maintain the Employer's standards, fair business practice and sponsor satisfaction in each of the five local markets.
- Ensure that there are prompt, efficient and effective responses to the needs of each Stations' sponsors and partners through the effective management of your list.
- Ensure that all copy and creative briefs are well thought through and comprehensively include relevant and timely offers and a clear "call to action" whenever appropriate.
- Work closely with the CEO on rates, sponsorship and partnership packages, subject to final approval by the CEO.
- Represent all five stations in each location at sponsor/business/community related functions and promotions both during and outside normal business hours.
- Ensure that all sponsorship and partnership agreements are properly executed and that bookings are authorised in writing.
- Manage reciprocal trade (contra) as required from time to time by the CEO, in accordance with the Station's management and accounting procedures; and any other duties as directed by the employer.

Minimum Standards of Performance:

The following Minimum Standards of Performance (MSPs) or Habits of Success have been formulated to provide the Business Development and Community Engagement Officer - Sponsorship with a clear understanding of expectations in relation to their role with the CMH:





- The Business Development/ Sales Representative - is expected to make as a minimum 8-10 quality new revenue producing face-to-face appointments each week. The Business Development and Community Engagement Officer - Sponsorship is expected by the close of business each day, to email the station's sales coordinator and GSM details of the day's sales activities, closes and the next day's confirmed appointments. 70% of each week's appointments should be set by close of business Friday of the preceding week.
- The Business Development / Sales Representative - is expected to consistently achieve their monthly targets. Targets for the current month should typically be reached on or about the 10th of each month so as to ensure better utilisation of station inventory and to facilitate better planning and servicing of sponsors marketing expectations. The goal in this is to start each month on at least 90% of target and for forward sales for the next 6-12 months to be typically around 70% of target.
- The Business Development and Community Engagement Officer - should aim to close at least one new sale per week.
- The Business Development and Community Engagement Officer - Sponsorship is expected to be well organised and to work consistently towards building a diverse base of 20 to 30 regular sponsors in each market.
- The Business Development / Sales Representative - is expected to maintain reasonable contact with sponsors, partners and donors so as to build meaningful long-term relationships and to ensure that each receives regular opportunities for amendments to their campaigns and broadcast materials.
- The Business Development / Sales Representative - is expected to prepare for and attend a weekly Work In Progress (WIP) meeting with their CEO for the purpose of reviewing work in progress, counselling and performance to budget.
- The Business Development and Community Engagement Officer –is expected to prepare a Monthly Action Plan (MAP) by the 15th of each month which takes into account future months for monitoring and discussion with the Sales Manager. The focus of this exercise is to review future month's sales forecasts, new business development, client retention and church with a view to identifying problems early.
- Priority should always be given to the development of long term sponsorships and customers with three, six and twelve month campaigns. The Business Development and Community Engagement Officer - Sponsorship is expected to grow their sales base year on year.'

The Business Development / Sales Representative will attend weekly and or monthly sales and planning meetings as required.

Education & Experience:

- Experience in sales and the use of Salesforce would be preferable.
- Must be able to travel.
- Knowledge of standard office administrative practices and procedures