

## 104.7 Gippsland FM Sales Representative Role

---

### **About Gippsland FM**

Gippsland FM 104.7 is a not-for-profit community radio station based in Morwell and has been on air since 1977, broadcasting across the Latrobe Valley and Central Gippsland.

The station is proud to connect with the local community, broadcasting to over 30,000 individual listeners per week.

It relies on Volunteers who are trained and experienced presenters.

Gippsland Community Radio Society Co-operative Ltd (Gippsland FM) conducts business affairs according to Co-operative Legislation in Victoria. (the Co-operatives Act 1996)

Gippsland FM is governed by a Board of Directors, and a number of committees that support the operational activities of the Station. Significant to this role is the Sponsorship Committee as well as working with the station Production Manager

### **Objective**

To increase station revenue and public profile by promotion and sales of sponsorship opportunities to the local community, including the business, corporate, not-for-profit, government, and philanthropic sectors.

### **About The Role**

The primary objective of the sales representative role is to assist in increasing station revenue through the sale of sponsorship packages to new and existing clients while building and maintaining positive and professional relationships and partnerships. Additionally, Gippsland FM sales representatives assist the sponsorship committee and the Sales & Marketing Director in developing and implementing sales and marketing strategies in line with Gippsland FM's strategic plan.

### **Reporting**

Sales representatives report directly to the Gippsland FM Board of Directors, primarily the Sales & Marketing director.

Representatives also meet with the Gippsland FM Sponsorship committee and work with the Gippsland FM Treasurer.

### **Principal duties**

- Preparation, presentation, and sale of sponsorship packages.
- Preparation and distribution of marketing materials as required.
- Assist in securing sponsorship for station promotional activities.
- Development and service of client base.
- Develop and maintain relationships.
- Verify sponsorship contracts and agreements are prepared and implemented in accordance with station procedures, ensuring all elements of sales comply with the Broadcasting Services act 1992 and the Community Broadcasting Codes of Practice.

## **Responsibilities**

- Manage a portfolio of client accounts,
- Generate new business using existing client networks and other leads,
- Develop positive professional relationships and rapport with clients,
- Address and resolve conflicts raised by clients, providing adequate solutions in a timely manner,
- Assist in the development and implementation of marketing strategies to increase revenue, and identify opportunities for growth,

## **Qualifications and Experience**

### **Essential**

- Proven experience in sales and an ability to deliver excellent client experience.
- A high level of self-motivation and optimism in working towards successful outcomes.
- Developed time management skills.
- Excellent interpersonal and intrapersonal skills.
- The ability to work autonomously.
- Experience in the use of Microsoft Office software.

### **Desirable**

- An understanding of the broadcast media industry.
- Sales experience in the broadcast media industry.
- Current drivers' licence.

## **Hours**

The hours of this role are flexible across the week and weekends.

It is expected that sales representatives operate from Gippsland FM's studio and office complex, however the station supports a hybrid approach (combination of in office and working from home) dependent on requirements.

## **Key Selection Criteria**

- Outstanding interpersonal skills.
- Excellent verbal and written communication skills.
- Ability to work effectively in a team of staff and volunteers.
- Ability to work autonomously as required.
- An interest in the aims of community broadcasting
- Ability to set goals and priorities whilst coordinating individual areas of responsibility relevant to the requirements of the role.
- Computer literacy, with a willingness to learn skills in software packages relevant to the role.
- Understanding administrative and record keeping requirements for sales agreements and transactions.
- Knowledge of or a willingness to learn sponsorship regulation and legislation relevant to community broadcasting.

**Performance Criteria**

- Adequate co-ordination of sales, production & scheduling (as required) and invoicing processes.
- Maintaining client base.
- Achieving viable monthly sales targets.

**Remuneration**

The sales representative position is remunerated by a generous commission structure.

**Further information**

Applications for this position close Friday March 1, 2024, at 5:00 PM.

Gippsland FM reserves the right to close applications prior to this date if a suitable applicant is found.

Further information can be provided on request – email [michael@gippslandfm.org.au](mailto:michael@gippslandfm.org.au)