

## Salesperson- Advertising Sales for Community Radio Station

As a Salesperson specialising in advertising sales for a community radio station, your role will be instrumental in generating revenue by selling advertising opportunities to businesses and organisations within the community. You will play a crucial part in promoting the station's brand and building strong relationships with prospective clients.

### Responsibilities:

Identify and research potential clients within the community who could benefit from advertising on the radio station. This includes local businesses, non-profit organisations, event organisers, and community initiatives.

**Sales:** Reach out to potential clients through various channels, such as phone calls, emails, and in-person meetings, to promote advertising opportunities and discuss tailored advertising strategies to meet clients' needs.

**Relationship Building:** Develop and maintain strong relationships with existing and potential clients by providing exceptional customer service, understanding their business goals, and continually assessing their advertising needs.

**Advertising Campaigns:** Collaborate with clients to create effective advertising campaigns that meet their objectives and resonate with the station's audience. This may involve designing ad packages, selecting appropriate time slots, and exploring innovative advertising formats.

**Sales Negotiation:** Skilfully negotiate advertising rates, contracts, and terms to ensure profitability for the station while meeting clients' budgetary requirements and expectations.

**Market Research:** Stay up to date with industry trends, competitors, and market changes to provide valuable insights and recommendations to clients, positioning the station as a knowledgeable and trusted advertising resource.

### Person Specification:

- Experience in Sales
- Excellent communication and interpersonal skills to effectively engage with clients and build strong relationships
- Strong negotiation and persuasion abilities to secure advertising contracts and overcome objections.
- A customer-centric approach with a deep understanding of clients' needs and the ability to tailor advertising solutions accordingly.
- Self-motivated, goal-oriented, and a team player who can collaborate with different departments to achieve shared objectives.
- Sound knowledge of the local community, businesses, and organisations to identify potential advertising opportunities.
- A keen interest in community radio and the ability to articulate its unique value proposition to clients.