



Position Description - 2XYZ Community Radio Inc.

Title: Sponsorship Manager

Salary: \$46,000 per annum + commission-based bonus, 37.5 hours per week

Based at: 2XYZ, Radioville

Job purpose

To develop long-term relationships with sponsors and oversee sales.

Overview

Reporting to the Station Manager, the Sponsorship Manager is responsible for both maintaining positive relationships with ongoing clients and generating new sponsorship sales. Performance will be evaluated on the basis of sales income procured with a 20% commission bonus paid if agreed targets are met.

Key responsibilities and accountabilities

- Manage a portfolio of accounts to achieve long-term success
- Develop positive relationships with clients
- Act as the point of contact and manage customers' individual needs
- Generate new business using existing and potential customer networks
- Resolve conflicts and provide solutions to customers in a timely manner
- Report on the status of accounts and transactions to the Management Committee
- Set and track sales account targets, aligned with station objectives
- Suggest actions to improve sales performance and identify opportunities for growth
- Schedule sponsorship campaigns and oversee production of campaign materials
- Contribute to the coordination of any outside broadcast sponsored events

Qualifications

- Proven work experience as a Sales Account Manager or Sales Account Executive
- Hands on experience in sales and an ability to deliver excellent customer experience
- Knowledge of CRM software and Microsoft Office (Excel in particular)
- Excellent communication and negotiation skills

Requirements

Must have current driver's license. Must be available one evening per month to report to the Board meeting