

Business Development Manager Job Description

Susy Radio broadcasts to North Sussex and East Surrey and is a “not for profit” community radio station whose principal purpose is to provide entertainment, education and information that will be of benefit to the communities we serve. The station is financed by a mixture of advertising and sponsorship, as well as grants and donations. This is a condition of our operating licence.

The station’s ethos is to bring real radio, with real people and their personalities to as wider audience as possible to provide that entertainment, information and inclusiveness that we believe is so important. We never forget it is a real privilege to broadcast and help make a difference in someone’s life whether it is to bring a smile from playing one of their favourite songs from way back when or speaking to someone who is encouraging people to deal with life’s problems and how they can be overcome.

In order that Susy Radio can continue to achieve its objectives, we are looking for one or two people to fulfil the role of the Business Development Manager.

The Business Development Manager is integral to the ongoing success of the station and a driving force behind generating new sales leads.

The Business Development Manager will also ideally be involved in fundraising by applying for grants from appropriate bodies and encouraging donations.

The Business Development Manager will report directly to the Chair:

The role of the Business Development Manager is to:

Sales Tasks:

- To develop an annual sales plan showing funding targets and sales objectives for the year, set by the Chair;
- To identify, coordinate and develop sales leads with others involved in the sales process;
- To cold call and sell radio advertising and sponsorship directly to customers within the SUSY Radio licensed broadcasting area and visit on-site where necessary;
- To be target driven and able to work on own initiative
- To ensure that all conversations with potential advertisers are followed up with emails and telephone calls until they go cold;
- To regularly contact historical advertisers to maintain contact and encourage further business;
- To ensure that when advertising contracts are coming to an end the BDM will contact to encourage extension of contract;
- To ensure various calendar events throughout the year (ie: Valentine’s day, Christmas etc) have a ‘special event’ pricing structure and to make this available to customers who may require short-term advertising;
- Maintain good working relationships with current advertisers;
- The Business Development Manager of Susy Radio is responsible for their professional approach with customers at all times.

Administration:

- To keep a database record of potential customers who have been ‘cold called’ to ensure there is no duplication and for eventual follow up;
- To keep the advertising database up to date as a standard;

- To carry out customer satisfaction surveys with new customers within one month of their first broadcast and keep a record of all feedback;
- To produce a monthly report to the Chair of hours worked and all business activities carried out for the month

Other fundraising work (desirable)

- Fundraising by means of applying for available grants
- Identifying potential donors

Applicant Specification:

- Should be able to work a minimum of 15hrs a week
- Have good communication skills;
- Good command of the English language both written and spoken;
- Professional both over the telephone and face to face with excellent customer service skills
- Have some previous experience in a Sales or Marketing environment
- Have some experience in dealing with grant awarding bodies (desirable but not essential)
- Have experience in looking after customer accounts or similar (desirable but not essential)
- Have full clean driving licence and their own transport
- Have their own phone
- Flexible and approachable

In the first instance applicants should forward their CV to the Susy Radio Chairman
<mailto:alan@susyradio.com>