

October 14, 2023

Job Description: Sales Manager

About us:

Canoe FM is a not-for-profit community radio station operating within Haliburton County for over 20 years. We are volunteer based, broadcasting by the community for the community. We focus on local news and information, local talent, and under-represented voices. We broadcast content that is popular and relevant to a local, specific audience, typically content that is overlooked by commercial or mass-media broadcasters. Highly regarded within the CRTC, the station has won a number of program awards.

Dependent upon the community we serve for financial support, our relationship with our listeners and business partners is paramount; built on confidentiality, trust, professionalism, and a high level of communication. This is not any sales job. To be successful you must be passionate about the community and its people.

What we are looking for:

- You must have both a passion for the community as well as a passion for sales!
- You possess a strong proven track record in commissioned sales, with recent managerial experience.
- You enjoy developing and presenting Features & Customer benefits – “ROI” selling.
- You have excellent presentation, negotiation and closing skills and use these to grow your business.
- You are comfortable talking with, and presenting to, executive, middle management, and decision makers.
- You are proficient in MS Word, Excel, Power Point, and Outlook. Some experience with Radio Traffic and MailChimp would be an asset.
- You approach your daily tasks with professionalism, positivity, and a winning attitude.
- The customer comes first! Your focus on top notch customer service is one of the keys to success. Going above and beyond for the customer is not the exception but the norm.
- This position involves spending a significant amount of time on the road and in front of customers each day. You have a willingness to travel within the County and be adaptable with working hours.

This is a commissioned-based annual contract position. Responsibilities include but are not limited to:

- Developing revenues for the station through advertising sales inside and outside of Haliburton County (National Sales).

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- Manage and mentor sales associate(s) by assisting in the development of their client base, providing counseling, encouragement and identifying training where required. May include attending client meetings.
- Liaising with advertisers to develop ad copy and ensure ads are received by Production on time and are correct.
- Reviewing ads prior to broadcast to ensure the ads meet with the client's specifications.
- Reports to and provides the Station Manager with weekly and monthly sales reports.
- Providing the Station Manager with sufficient information to correctly invoice for advertisements and collect monies owed; assisting with collections in difficult cases.
- Providing guidance to the Station Manager/Board of Directors on strategies and tactics which may assist in revenue development.
- Keeping client information in the Contact Management System current and accurate
- Participating enthusiastically in radio remotes.
- Ensuring confidentiality in all circumstances.
- Other duties as required.