



## JOB DESCRIPTION FOR ADVERTISING RADIO SALES EXECUTIVE (External posting x 1)

<b>DEPARTMENT:</b>	Marketing/Sales
<b>JOB TITLE:</b>	Account Executive
<b>JOB TITLE THIS POSITION REPORTS TO:</b>	Station Manager
<b>DIRECT REPORTS:</b>	Station Manager Programme Manager

### BRIEF DESCRIPTION OF JOB PURPOSE:

- Radio account executives are commonly known as salespeople or advertising sales agents. They are responsible for selling advertising time to businesses, advertising agencies that represent businesses and other types of media buyers. In most cases, radio sales are both an inside and outside sales job. Outside sales refers to the process of going out of the office to secure and meet with clients. Inside sales comprises several tasks in the office, including "cold-calling" new clients, doing sales lead research, and paperwork

### QUALIFICATIONS, EXPERIENCE, COMPETENCIES:

#### Qualifications and Experience:

Grade 12 plus a marketing or sales related qualification **OR** minimum of 2 years industry related experience – Must have own car and be presentable at all times

**Remuneration:** Strictly Commission based to be discussed with successful interviewees

#### Knowledge and Skills

- Marketing, advertising and social networking exposure with contactable references
- Superior people skills
- Excellent motivational Skills
- Strong leadership Skills

- Excellent organisational Skills
- Sound written and verbal communication skills

**MAIN ACTIVITIES OF THIS ROLE:**

- Attend weekly/ monthly territory sales meetings with the agents' supervisors
- Review objectives and actions against Eldos FM advertising standards
- Maintain account standards for the sales excellence program
- Arrange promotional programs, activities and events
- Cold calling for new advertisers locally and nationally
- Developing new and innovative proposals for potentially new business

Send all applications with motivation letter and updated CV to [vacancies@eldosfm.co.za](mailto:vacancies@eldosfm.co.za): closing date 31 December 2011 **attention:** Malcolm Buys