

The Radio Community

Job Advert

Job Title: Head of Sales & Marketing
Location: Juba, South Sudan
Classification: Full-Time Contract
Salary Structure: Salary & Commission Based
Department: Commercial – Sales & Marketing
Supervisor: Business Development Advisor/ Chief Executive Officer
Reports To: Chief Executive Officer
Start Date: February 1st, 2023
Probation Period: Up until 30th April 2023 - 3 Months with extension.



The Radio Community (TRC) has been established as a nonprofit, non-governmental organization and registered in 2015 in accordance with South Sudan laws. The Radio Community TRC has been established as a 100% South Sudanese media NGO and runs a network of six community-based FM radio stations across the country, two (**off air**) with a commitment to public service broadcasting, each with a mission to run sustainable radio stations that inform, educate, and entertain. The organization's vision is a country where people can make informed decisions about their lives. The Radio Community values are **Accuracy, Fairness, and Independence**.

General Function

The Radio Community is looking for a competent person to fill the position for the Head of Sales & Marketing. The role will ensure that the organization Sales and Marketing targets are continuously met as part of the organization sustainability strategy. She/he will be fully equipped and engage themselves to specifically lead the sales and marketing function internally. She/He will also collaborate and work closely with other departments to ensure that the sales and commercial processes are fully meet and fulfilled on behalf of the radio stations and all clients. The head of Sales & Marketing is key in driving all sales growth for the organization. She/he will lead in supporting and building up the organizations' revenue base, while maintaining the community and public sector mandate in providing accurate, reliable, and credible independent news and information across the country.

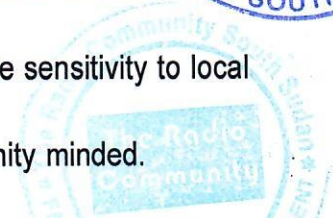
Duties and Responsibilities

- Accountable for delivering and exceeding budgeted revenue goals for a group of radio stations across South Sudan.
- Internally, in charge of building, supervising, and supporting a strong, local sales and marketing team.
- Interact with other departments as required, to ensure the accurate and timely placement of advertising spots and client campaigns.
- Attend and engage in all formal training for to better understand the sales and marketing management function, and to become an effective and dynamic team member.

- Together with the Business Development Advisor set and agree immediate and long-term sales objectives to maximize revenue growth.
- Evaluate Sales and Marketing team members performance on a weekly, monthly, and quarterly basis and takes corrective measures, to improve individual effectiveness and overall team output.
- Follow and adhere to current organizational business plans in implementing sales and commercial plans for sustainable growth.
- Ensure that governmental, regulatory, and local rules and laws are followed.
- Keep clients happy, and well served, and generates daily new business leads that quickly convert into sales.
- Lead internally in managing client accounts, client communications, billings, and collections.
- Prepare sales budgets, weekly revenue projections and variance analysis.
- Assist and engage in setting of advertising rates to reach or exceed revenue goals.
- Manage accounts and client communications over distance under extreme conditions.
- Prepare and submit creative promotional and event proposals, contracts, broadcast orders, remote orders, and other communications essential to the effective operation of the sales and marketing function.
- Direct revenue-generating promotions and work with programming personnel to execute these promotions and events successfully.
- Stay in the lead of all broadcast trends in the radio industry as well as technological developments.
- Serve as visible senior management and maintain a high level of public relations at both the community and client network level.
- Implement and analyze ratings research and make presentations to senior management and team members accordingly to brief them.
- Assist in directing the creation, proofing and assembly of sales and marketing materials.
- Represent The Radio Community to listeners, partners and clients at promotional events and business meetings.

Essential Skills and Experience

- Knowledgeable and experienced in radio sales and marketing, with a proven capacity for thinking out of the box.
- Preferably, either a master's or bachelor's degree in Social Sciences, or Business, or any other relevant degree, combined with a Diploma or short courses in Advertising, Sales & Marketing.
- 5 to 10 years of broadcasting sales management experience, or an equivalent in senior client service advertising agency experience, or other.
- Possess acute attention-to-detail.
- High proficiency in written and spoken English.
- Supremely capable of developing radio advertising business and clientele in East Africa and more specifically South Sudan.
- Demonstrates a high level of professionalism and maintains an astute sensitivity to local culture and customary business practices.
- Creative. Spirited. Self-motivator. Diplomat. People person. Community minded.



- Strong interpersonal skills and motivational abilities; a dynamic leader with a capacity for multi-tasking and intelligent decision-making.
- Supremely capable of attracting and retaining exceptional sales and marketing teams by motivating them to succeed on all levels.
- High energy and willingness to work long hours and weekends as required.
- Works with minimal direction.
- Well informed about current events and trends, She/He can spot a great opportunity and act fast to capitalize on the moment and involve advertisers.
- Sales, ratings, and revenue focused. Constantly balancing promotions and sales activities with what's positive image-wise, for The Radio Community's immediate and long-term needs.
- Inspire team members and lead the pace for high achievement of local, regional, and national sales goals.
- Effective working under ambiguity and often stressful conditions.
- Excellent presentation and public speaking skills.
- Creativity that engages and attracts advertisers to drive revenue growth.
- Customer-focused, organized and detail-oriented with the abilities to work under deadlines well and handle last-minute assignments.
- Adept at business and accounting math and skilled with G-Suite and Microsoft Office.
- Ability to create and write sales and marketing analytical management reports.
- A high level of emotional intelligence and senior management soft skills to achieve all the tasks required of this position.

This position is open only for South Sudanese nationals. **Female candidates are strongly encouraged to apply.**

The above-noted job description is not intended to describe, in detail, the various tasks that may be assigned but rather to give a general sense of the responsibilities and expectations of the position. As the nature of business demands change, so too may the job's essential functions.

How to Apply:

- Interested candidates who meet the specific position requirements should submit a cover letter, current CV, and a copy of their Nationality ID card (as one file). In your cover letter:
 - Indicate the position you are applying for, why you are interested in working for The Radio Community, and how your experience and qualifications have prepared you for the role.
 - Remember to include a telephone number and email so we can contact you.
 - Please email your application to hr@theradiocommunity.org (preferred) or submit it in hard copy to the TRC office at Afex river camp hotel, drop your application at the security check-in and write your name and telephone on the applicant's registry.
 - Deadline: 5:00 PM, 6th January 2023.

Due to the urgency of the recruitment, applications will be reviewed on a rolling basis. Only shortlisted candidates will be contacted. **Applications are not returnable. Please do not submit your original certificates**

