

JOY 94.9 (JOY Melbourne Inc.)

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JOY.ORG.AU

Out.
Loud.
Proud.



POSITION Services Income Manager

Description: JOY is seeking a talented Services Income Manager to generate and secure, the sale of our Services Provision to our community, corporate, Government and media buying clients whose procurement of JOY's services, provides our largest, critical income stream, to sustain our work to provide Australia's only Rainbow Community Media service.

Reports to: Chief Executive Officer

Status: Full time employee

Remuneration: Gross Salary of \$70K to \$75K plus Superannuation

Location: Level 1 Victorian Pride Centre 79-81 Fitzroy Street, St Kilda, Vic, 3182

JOY's Purpose

JOY is Australia's LGBTIQ+ community media organisation, listed on the Australian Charities and Not for Profit Commission Register, with the purpose of building a more inclusive society. We do this by providing the opportunity for freedom of expression, the breaking down of isolation and the celebration of the culture, achievements, and pride of the diverse rainbow community.

You can hear and see stories from the LGBTIQ+ community and our allies on JOY 94.9 Radio (FM and DAB+), online via livestream, in JOY Podcasts and on JOY TV 24 hours a day, 7 days per week at joy.org.au

JOY sustains our work through donations, memberships, philanthropic funding and by providing income generating services to the community including advertising, live broadcasting, podcasting, audio visual and talent provision.

Based in St Kilda, Melbourne, Australia, the JOY team consists of a small paid staff and a large volunteer cohort who together bring news, music, information, and entertainment to our rainbow community and allies.

From our on-air presenters to our support teams, producers, newsreaders, podcasters, and everyone in-between we aim to represent our audience because we are them.

The values you will bring to your work

Joyous - a celebration of diversity, inclusion, talent, music and entertainment

Inclusive - a safe and supportive environment for all members of the LGBTIQ+ communities

Courageous - a way to change lives by speaking out, sharing stories and challenging boundaries

The Role Overview

JOY is seeking a talented Services Income Manager to generate and secure, the sale of our services provision to, and longer term ongoing relationship with, our community, corporate, Government and media buying clients whose procurement of JOY's services, provides our largest, critical income stream, to sustain our work to provide Australia's only Rainbow Community Media service.

JOY delivers on air and online marketing campaigns, live broadcasting, podcasting, Diversity and Inclusion Education Programs, technical services for meetings and events and voice over production to our valued client base, serving the dual purpose of generating income while building a more inclusive society through the content we provide.

Working with the CEO and leadership team, the Services Income Manager will ensure our clients enjoy a professional, seamless, and rewarding Service experience, knowing that their procurement of JOY's offerings is funding the provision of our Community Media Service.

All JOY team members are required to perform their duties in accordance with current organisational policy and procedures and relevant ACMA and CBAA requirements; to minimum performance standards and ensure adherence to the JOY Melbourne Inc. rules of association; comply with health and safety guidelines and instructions to ensure a healthy, safe and environmentally responsible workplace; and cooperate and comply with equal opportunity legislation.

Your Key Responsibilities

In conjunction with the CEO, develop and deliver the Services Income strategy to ensure internal and external stakeholders are engaged, informed and participating in the strategy.

Lead and deliver JOY's Services Income generation work to achieve outcomes to the highest standard, on time, within budget and in line with the JOY values.

- Engage with Service provision enquiries to provide perspective and existing clients with a tailored plan to meet their needs, goals and budgets.
- Proactively seek and engage with potential and existing clients by leveraging JOY's database, sector and other opportunities to engage with and provide perspective clients with a tailored plan to meet their needs, goals and budgets.
- Design and provide clients with Services which typically include messaging campaigns across JOY's multiple platforms including FM, DAB+ Online Streaming, in Podcast, social media, Website and event activations.
- Work with the Production & Services Manager to provide prospective clients with solutions to workplace diversity and inclusion education needs, podcasting, voice over and technical service provision needs.
- Prepare documentation, negotiate and secure client service sales, establishing and monitoring delivery workflow requirements for the service delivery teams.

In collaboration with the leadership team, monitor and ensure the professional, accurate and timely delivery of the service provision ensuring our clients feel engaged, their expectations are met and they are informed and aware of the success of the service delivery. Ensure JOY's Salesforce database is used effectively and efficiently to track the sales and client management process.

Continually improve JOY's practice in service client engagement, and service delivery, building our repeat business indicators. Including monitoring market activity to ensure our services are priced and positioned for optimal uptake.

In time, and with successful growth in the Services Income stream, build and manage performance of a new Services Income Team, ensuring members are resourced and supported to deliver on agreed outcomes.

Actively participate in the JOY leadership team to contribute to the successful achievement of our strategic plan.

Our Key Selection criteria

Required skills, knowledge, and experience

- Living or practicing within the LGBTIQA+ community, continuously integrating knowledge of community into your practice
- Significant (5 years +) experience in generating and securing sale of media or marketing services, with knowledge of campaign design across multiple platforms including FM, DAB+, Online Streaming, social media, Website and event activations
- Significant (5 years +) experience in a leadership role managing teams, resources and projects
- Significant experience in marketing social causes
- Excellent relationship building, negotiation, verbal and written communication, combined with great record keeping and an eye for detail
- Demonstrated ability to inspire, encourage, foster and evaluate creative ideas and possibilities with a focus on continuous improvement
- High level of emotional intelligence, understanding the balance of meeting client needs with solutions that resonate with our audience and further JOY's purpose to build a more inclusive society
- Demonstrated ability to plan, budget, deliver, monitor and evaluate strategies/projects

Academic qualifications / technical skills

- Tertiary qualification in either Marketing, Communications, Management or Customer Service
- Intermediate skills and experience in Salesforce or other Client Relationship Management tools
- Intermediate skills and experience using Office 365 and cloud-based technology, CRM (Salesforce), Campaign Monitor, and other programs specific to role

Please note successful applicants will need to undertake or hold current police and working with children's check.

Performance Indicators

Success in this role will include measurement of:

Client engagement, satisfaction and retention for repeat business
Growth in client base, including Media buying agencies
Growth in services income and service uptake by clients

Application Process

To apply for this role, please forward your CV and covering letter, addressing the Key Selection Criteria in detail to recruitment@joy.org.au

Applications will be taken on a rolling basis