

JOY Media

Victorian Pride Centre
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Position Description: Sales Manager

Reports to: CEO

Status: Full-Time

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

About JOY

JOY Media is Australia's LGBTIQ+ community media organisation, listed on the Australian Charities and Not-for-Profit Commission Register, dedicated to fostering a more inclusive society.

Our mission is to amplify diverse voices, reduce isolation and celebrate the rich culture and achievements of the rainbow community. We engage audiences through JOY 94.9 Radio (on FM, DAB+ and the JOY App), as well as our online livestreams and podcasts, accessible 24/7 at joy.org.au.

Our sustainability relies on income-generating services such as advertising and live broadcasting, along with grants, donations, memberships and philanthropic support.

Based in St Kilda, our small team of paid staff and dedicated volunteers collaborate to deliver engaging news, information, music and entertainment to our rainbow community and allies.

Our Values

- **Joyous:** Celebrating diversity.
- **Inclusive:** Fostering a safe and welcoming environment for all.
- **Courageous:** Empowering change through storytelling and advocacy.

We are looking for an experienced sales professional who is genuinely passionate about developing business opportunities for a community radio station in Melbourne.

The ideal candidate must have a positive and proactive disposition, enjoy working as a team player while maintaining and creating new sponsorship and media services partnerships.

To excel in this role, you will be self-driven, autonomous and have a hunger for sales growth. Confident in sourcing and building strong business relationships that ultimately keep JOY on-air and online.

Role Overview

As the Sales Manager you will play a critical role in driving the growth and sustainability of JOY's services.

Your primary focus will be to generate and secure sales while building robust, lasting relationships with media agencies, media buyers, corporations, businesses, government entities and community organisations.

You will manage JOY's radio, podcasting and online products, continually tailoring them to ensure client satisfaction.

Key Responsibilities

- **Manage and Deepen Client Relationships:** Oversee new & existing client sponsorship relationships, actively working to deepen these connections and grow sponsorship revenue.
- **Maximise Revenue from Media Partnerships:** Collaborate with current media agency partners to optimise revenue streams.
- **Produce Marketing Materials:** Create professional marketing materials for JOY that effectively highlight the benefits of our services and showcase our product offerings.
- **Seek New Sponsorship Opportunities:** Proactively identify and pursue new sponsor clients through JOY's database and industry networking.
- **Database Management:** Maintain and manage an ongoing database of existing sponsors to ensure effective engagement and timely follow-up.
- **Create Innovative Selling Experiences:** Develop new sponsorship opportunities through digital and social media platforms, as well as expanding outside broadcast sponsorships.
- **Tailored Service Offerings:** Cultivate and respond to service inquiries by designing tailored solutions that align with client needs and budgets.
- **Design and Implement Campaigns:** Create comprehensive service offerings, including messaging campaigns across FM, DAB+, online platforms and social media.
- **Collaborate on Client Needs:** Work closely with the Production Manager to address and fulfill client requirements.
- **Contract Negotiation and Workflow Management:** Negotiate sponsorship contracts and oversee workflow to ensure seamless execution.
- **Monitor Client Engagement:** Utilise Salesforce to track and enhance client engagement, satisfaction and service delivery, driving continuous improvement in these areas to maximise repeat business.
- **Contribute to Strategic Planning:** Actively participate in the JOY leadership team, contributing to the successful implementation of the strategic plan.

Key Selection Criteria

- Connection to and experience within the LGBTIQ+ community, integrating this understanding into your professional practice.
- Significant (4+ years) sales experience.
- Demonstrated success in sales of media or marketing services.
- Exceptional relationship-building, negotiation and communication skills, with meticulous attention to detail.
- Strong work ethic, independence and collaboration skills.
- Adept at balancing client needs with JOY's mission of fostering inclusivity.
- Proven ability to plan, budget and evaluate strategies and projects effectively.

Performance Indicators

Success in this role will be measured by:

- Levels of client engagement, satisfaction and retention.
- Growth in the client base, including media buying agencies.
- Increase in services income and client uptake of services.
- Achievement of minimum spot fill rates and other key performance metrics.

Qualifications and Technical Skills

- Intermediate proficiency in Salesforce or other Client Relationship Management (CRM) tools.
- Experience with Office 365 and cloud-based technologies, along with relevant software for the role.

Work/Life Balance

At JOY we understand the importance of work/life balance.

We promote a supportive environment that encourages flexibility and well-being, ensuring our team can thrive both personally and professionally.

Application Process

If you are passionate about making a difference and possess the skills we're looking for, we invite you to apply!

All applications must include a CV and a cover letter addressing the key selection criteria, along with two referees (who will not be contacted without your prior consent) to: ceo@joy.org.au

Only successful applicants will be contacted and invited to an interview.

Join us at JOY and become part of a team that is dedicated to celebrating diversity and fostering an inclusive community while valuing your work/life balance!