



Sales Executive

Based: Manchester City Centre (Portland Street)

OTE: £24,250 plus unlimited commission

Recruiting ASAP – Deadline Midnight 2nd January 2012

Full time

Are you eager to use your sales skills to support Manchester's most exciting radio station? If you have a fantastic approach to attracting new business and a passion for developing innovative marketing solutions then, we may have an opportunity that's right up your street.

Last year Gaydio launched as a brand new FM radio station aiming at gay men and lesbians across Manchester and the UK. In a short time, we have built a sizable audience and worked with a range of business from big nationals to local companies. As the station grows we are looking to recruit an enthusiastic and knowledgeable person to help drive additional sales into next year.

This role will focus on the sale of smaller advertising campaigns with clients that may not have tried advertising their brand on the radio before. There is an expectation that this will involve significant face to face and telephone communication, working with our existing teams to deliver new campaigns.

The ideal candidate will have a good understanding of advertising sales, ideally in the radio sector and have the drive and determination to succeed.

Key Duties and Responsibilities

- To help develop and sell a range of packages including on and off air advertising and sponsorship for the station, often by making new approaches to suitable organisations

Key Measure of Success

- To raise sufficient revenue compared to agreed targets
- To ensure full accurate information about the deliverables is passed onto the relevant teams.

Person Specification

- Confident with an ability to develop products that meet the needs of the client
- Comfortable in negotiating financial and non financial sales and contra-deals
- Has an excellent understanding and experience of selling advertising and sponsorship ideally in a radio environment
- Ability to spot and put forward ways to maximise revenues by utilising new and innovative ideas
- Able to work to tight deadlines in a pressurised environment
- Able to form excellent relationships internally and externally
- Good attention to detail
- Open and honest, with an ability to develop personal integrity quickly
- Enthusiastic and persuasive
- Results driven
- Good numeracy skills
- Is willing to undertake training and development as and when required
- Has an understanding of the needs of LGB&T people

**If you have any questions regarding this role contact
ian@gaydio.co.uk.**

Please apply online for this role at www.gaydio.co.uk/jobs