

Corporate Support Representative

The Public's Radio is seeking a dynamic, motivated sales representative to join our team! Reporting to the director of corporate support, the corporate support representative is responsible for helping achieve station sponsorship goals through his or her own direct sales. This position is part of a collaborative team helping to further The Public's Radio's mission in Rhode Island and Southern MA. The ideal candidate is a natural networker plugged into the vibrant local market, with strong relationship selling skills to develop win-win solutions for our clients. Our business partners support The Public's Radio because of a shared belief in the value of our programming and mission, and an understanding that their support can help them reach potential customers and clients.

The Public's Radio is a non-profit public service journalism institution, providing public media news and other programs to Rhode Island and Southeastern Massachusetts.

Primary Responsibilities:

Sales Development:

- Research, prospect and identify potential clients for sponsorship opportunities
- Meet with clients to discuss their marketing and business needs; gain insight into client's competitive market position, target customer profiles, media perceptions and budget allocations, creative approach preferences and the nuts and bolts of their business operations
- Strategize about best way to position the client then prepare and deliver sales presentations to new and existing clients to recommend and sell new advertising programs, and to maintain and increase existing sales orders
- Solidify the business relationship and maintain accounts through excellent customer service and high level of client satisfaction
- Use creative and communication skills to write FCC-acceptable copy and deliver to clients for approval/agreement
- Travel to/from client location to build and maintain client relationships/accounts. An account executive is required to engage with clients on a regular basis. Communication by telephone, Internet or in person.
- Meet or exceed individual sales goal on a monthly basis

Administrative

- Follow systems for monthly projections and weekly goal meetings. Prepare sales projections, weekly reports, short/long term strategy, plan and goals
- Prepare contracts sales orders
- Develop and process all correspondence and paperwork related to accounts
- Monitor market conditions, current industry information, prices and sales
- Understand and ensure all copy meets FCC guidelines
- Follow station guidelines regarding copy approval, contract deadlines and account receivables
- Perform collection activities as needed

General Duties

- Attend and participate in weekly team meetings and other meetings as necessary
- Represent station at events as needed
- On-air fundraising as requested
- Other duties as assigned

Qualifications

The requirements listed below are representative of the competencies, skills and abilities required to be successful in this role. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Core Competencies

- Customer Service: Anticipating, meeting and / or exceeding customer needs, wants and expectations
- Self-management: Demonstrating self-control and an ability to manage time and priorities
- Written / Verbal Communication: Writing clearly, succinctly and understandably. Talking to others to convey information and ideas effectively
- Presentation: Communicating effectively to groups at all levels of the organization
- Interpersonal Skills: Effectively communicating, building rapport and relating well to all kinds of people
- Active Listening: Giving full attention to what other people are saying, taking time to understand the points being made, asking appropriate questions
- Persuasion: Convincing others to change the way they think, believe or behave
- Goal Orientation: Energetically focusing efforts on meeting a goal, mission or objective
- Critical Thinking: Using logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Skills and Abilities:

- Market Knowledge: Familiarity of local market, including decision makers, local events and key accounts;
- Sales experience: knowledge of sales and marketing principles and methods for showing, promoting and selling, including marketing strategy and tactics and sales technique
- Mathematical Skills: Ability to calculate figures and amounts such as discounts, commissions, percentages
- Language Skills
 - Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations
 - Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public
- Reasoning:
 - Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists
 - Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form

- **Computer Skills:** Proficient in Microsoft Office suite, with ability to work with a variety of Windows-based software programs and market research software

Additional Requirements:

- Bachelor's degree with three or more years media sales experience, or an equivalent combination of education and experience
- Demonstrated success of cultivating, managing, and retaining new business
- Availability for occasional evening and weekend hours
- Coronavirus vaccination required
- Strong judgement, sense of ethics, integrity and accountability
- Flexibility and positivity; ability to adapt in a changing environment
- Passion for and knowledge of public media and its mission preferred
- Sense of humor and dedication to professionalism

Work Environment

To perform this job successfully, the individual must be self-motivated and organized. Currently, this is a remote position. A laptop and phone will be provided. Outside client meetings and station meetings happen weekly.

Compensation includes base salary, commission and bonus opportunities. The Public's Radio is an EEO provider and committed to fostering diversity in the workplace. To apply, send cover letter, resume and three references to careers@thepublicsradio.org. No phone calls, please. Position open until filled.

More about The Public's Radio

The Public's Radio is committed to capturing the everyday challenges and triumphs of Rhode Islanders and those living in Bristol County, Massachusetts. Our features and daily local news briefs cover everything from education, health care, environmental and community issues. The Public's Radio is one of Southern New England's premier media institutions of journalistic excellence, a valued resource for over 95,000+ listeners each week. We strongly believe that with awareness and understanding of important issues, community change and progress is possible. We believe that local journalism of the highest integrity encourages civic participation and strengthens democracy. The station brings fresh, local, national, and international perspectives, and informs listeners so they can make educated decisions. The Public's Radio has been awarded top honors in the regional, large market segment of the prestigious Edward R. Murrow Awards competition in three categories: breaking news coverage, feature reporting, and podcast -- for work done in 2020.