

## **Job Description: Sales Agents**

### **Number of Positions and Location**

Lilongwe (2)

Blantyre (1)

Mzuzu (1)

Mangochi (1)

### **Overview**

YFM radio station, specializing in development communication and operating under the umbrella of a reputable Non-Government Organization, seeks dynamic and experienced Sales Agents. The ideal candidates will bridge the gap between programmatic issues pertinent to NGOs and government clients and the business-savvy requirements of corporate clients. They will be adept at selling, reporting, and planning while possessing a solid understanding of the radio business.

### **Key Responsibilities**

- **Client Engagement:** Establish and maintain strong relationships with NGO, government, and corporate clients. Understand and discuss programmatic issues in health, development, Gender Based Violence, and other areas.
- **Sales and Revenue Generation:** Develop and implement sales strategies to meet and exceed revenue targets. Identify and pursue new business opportunities within the development sector and the corporate world.
- **Customized Solutions:** Work with clients to create tailored advertising and sponsorship packages that align with their programmatic goals and business objectives.
- **Reporting:** Prepare regular sales reports, detailing activities, progress, and performance against targets. Analyze sales data to identify trends and opportunities.
- **Planning:** Collaborate with the marketing and programming teams to plan and execute campaigns that resonate with target audiences. Develop sales plans that integrate with overall station strategy.
- **Market Research:** Conduct market research to identify potential clients and understand market needs. Stay informed about industry trends, competitors, and opportunities for growth.
- **Contract Management:** Negotiate and manage contracts, ensuring compliance with terms and conditions. Oversee the fulfilment of advertising agreements and sponsorship deals.
- **Networking:** Attend industry events, conferences, and networking functions to promote the radio station and establish contacts within the development and corporate sectors.

### **Qualifications**

- Bachelor's Degree in Business, Marketing, Communications, or any related field.
- At least 2 years of experience in sales, preferably within the media, NGO, or development sectors.
- Proven track record of meeting and exceeding sales targets.
- Understanding of programmatic issues related to health, development, GBV, and other areas.
- Familiarity with the radio industry and development communication concepts.
- Excellent communication and presentation skills.

### **Competencies**

- **Sales Acumen:** Strong sales skills with the ability to close deals and generate revenue.
- **Analytical Thinking:** Ability to analyze data and make informed decisions.  
**Communication:** Excellent verbal and written communication skills. Ability to present complex information clearly and persuasively.
- **Relationship Building:** Strong interpersonal skills with the ability to build and maintain relationships with diverse clients.
- **Planning and Organization:** Exceptional organizational skills with the ability to manage multiple tasks and priorities. Strong planning skills to develop and implement effective sales strategies.
- **Problem-Solving:** Creative problem-solving skills with the ability to identify and address client needs and challenges.
- **Knowledgeable:** Understanding of the radio business and media for development. Awareness of current trends and best practices in the industry.
- **Adaptability:** Ability to adapt to changing market conditions and client needs. Flexibility to work in a fast-paced environment.

### **Application Process**

Interested candidates should submit a resume, cover letter, and any relevant sales performance metrics via email to [recruitment@yoneco.org](mailto:recruitment@yoneco.org), addressed to the Human Resource Officer.

We are an equal opportunity employer and encourage applications from individuals of all backgrounds.

### **Contract Type**

1 year, subject to renewal every year based on performance.

### **Closing Date**

16<sup>th</sup> August, 2024.