



planetmedia

## POSITION DESCRIPTION & PERSON SPECIFICATION

**Position:** Planet Media Sales Account Manager

**Reports to:** Planet Media Sales Manager

**Direct reports:** None

**Location:** OUSA, University of Otago, Dunedin

### Organisation:

Planet Media Dunedin is a Student Media Company which is part of the Otago University Students' Association.

Planet Media's core products are Radio One 91 FM and Critical Publications, which produces Critic magazine as well as a range of other print products such as the Orientation magazine and Wall Planner. Planet Media also has a number of websites, social media and sponsorship products.

Planet Media specialises in producing high quality student and youth focused media. We offer a targeted way for both local and national advertisers to reach Dunedin's 28,000 students, with tailored, results-driven campaigns.

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Organisational Plan details the OUSA strategy and services, including the contribution of PMD. This role supports the ability to deliver on the Plan.

The OUSA Executive (the elected student members) run campaigns and represents student views to the University and other external bodies.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.



**Position purpose:**

- To meet or exceed advertising all sales targets for Planet Media/OUSA products including Radio One 91FM, Critic Magazine, digital assets, other publications (Summer Publications), activation/events, as well as Planet Media’s various websites and social media platforms.
- To meet or exceed advertising and sponsorship targets set by the PM Sales Manager for OUSA sponsorship and advertising opportunities for events such as Orientation, Re-Orientation and Dunedin Craft Beer and Food Festival.
- To build long-term relationships with local and national clients
- To exhibit a total service mentality to clients including ensuring the good administration servicing of all sales and sponsorship agreements.
- To provide a ‘Solution focussed’ attitude to clients inside and outside the organisation

**Areas of Responsibility**

Area	Expected Outputs
<p><b>Planet Media/OUSA Sales</b></p>	<ul style="list-style-type: none"> <li>• To meet or exceed advertising all sales targets for PM and OUSA products: Radio One 91FM, Critic Magazine and other publications, Event/activations, and Planet Media’s various websites and social media platforms.</li> <li>• Secure new clients by developing new networks, reinvigorating relationships with ex-clients and supporting promotional tactics of Radio One, Critic Magazine</li> <li>• Sell non PM/OUSA products as agreed with the Sales Manager.</li> <li>• Be able to explain products comprehensively and accurately to clients</li> <li>• Be able to create customized creative cross-media campaigns to suit a specific client.</li> <li>• To build long term relationships with the clients and ensure high levels of client satisfaction.</li> </ul>
<p><b>Total Service Mentality</b></p>	<ul style="list-style-type: none"> <li>• Provide completed sales contracts to the Planet Media Sales Manager/Accounts Administrator on time for invoicing. These will uphold relevant statutes and codes of practice, be sold at the rate agreed by the Sales Manager, be correctly authorised by the client.</li> <li>• To follow procedures on collecting advertising copy from clients, assisting advertising production &amp; design staff within stated deadlines.</li> <li>• To obtain client approval for advertising copy in writing prior to broadcast or publication.</li> <li>• To ensure that the client receives excellent customer service from the beginning to completion of the sale. To go the extra mile for the client wherever possible.</li> <li>• Provide a solution focussed attitude</li> </ul>
<p><b>Reporting and Compliance</b></p>	<ul style="list-style-type: none"> <li>• To develop and maintain a database of all relevant client details including up to date contact names, phone numbers and email addresses, plus a record of sales visits and outcomes.</li> <li>• To correctly file and keep copies of all advertising contracts.</li> <li>• To assist the Accounts Team with the collection of bad debts according to established procedures.</li> <li>• Daily and weekly team meetings; planning meetings; performance appraisals as required.</li> </ul>



**planet**media

<b>Process Improvement</b>	<ul style="list-style-type: none"> <li>• Identification and implementation of improvements to internal financial control processes and procedures</li> <li>• Reporting to Sales Manager if systems are not working or could be improved</li> </ul>
----------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### Personal Attributes/Key Competencies

Area	Expected Outputs
<b>Working Collaboratively</b>	<ul style="list-style-type: none"> <li>• Ability to build and maintain credible and productive relationships with a wide range of internal and external stakeholders</li> <li>• Ability to effectively and diplomatically relate to a diverse range of people</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills</li> <li>• All communications delivered in an accurate, professional and timely manner</li> <li>• Creation of sales documents and proposals</li> <li>• Excellent presentation, negotiating and sales skills</li> </ul>
<b>Planning and Organising</b>	<ul style="list-style-type: none"> <li>• Manages self, resources and workload to meet timelines, even under pressure</li> <li>• Maintains and records call cycles with existing clients.</li> <li>• Is organised and keeps all files and documents in order.</li> </ul>
<b>Managing Change</b>	<ul style="list-style-type: none"> <li>• Understands, positively responds to, and supports change</li> <li>• Is flexible and resilient to meet the ever changing needs of OUSA and Planet Media Dunedin Limited</li> </ul>
<b>Problem Solving and Results Focused</b>	<ul style="list-style-type: none"> <li>• Results focused and committed to the highest standards of performance</li> <li>• Seeks to involve stakeholders in joint problem solving</li> <li>• Anticipates problems and proactively resolves them in an appropriate manner</li> </ul>

### Qualifications and Experience

- Bachelors degree in Marketing or related field
- At least two years' experience in a sales role, hospitality or other pr role
- Proven ability to meet or exceed sales targets and close sales
- High standards of professionalism, ethics and integrity