

## POSITION DESCRIPTION & PERSON SPECIFICATION

**Position:** PLANET MEDIA Sales Representative

**Reports to:** PLANET MEDIA Sales Manager

**Direct reports:** None

**Location:** Otago University Students' Association, 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 role is advertising sales for OUSA, Critic Magazine, Radio One 91FM, along with an array of summer publications. Products such as Orientation Magazine, Uni101, Compass Magazine, a Wall Planner and The Dunedin Craft Beer and Food Festival occur annually. Planet Media also has a number of websites, social media platforms and sponsorship opportunities.

Planet Media specialises in producing high quality student and youth focused media to the students University Students across New Zealand. We offer a targeted way for both local and national advertisers to reach New Zealand's university market, with tailored, results-driven campaigns. Selling nationally for other Student Associations' is also a growing part of the role.

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).

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.

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

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



PlanetMedia

### Position purpose:

- To meet or exceed advertising all sales targets for Planet Media products including Radio One 91FM, Critic Magazine and other publications (including those for other University Students' Associations), activation/events, and Planet Media's various websites and social media platforms.
- To meet or exceed advertising and sponsorship targets, set by the Planet Media Sales Manager, for OUSA sponsorship and advertising opportunities for events such as 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.

### Areas of Responsibility

Area	Expected Outputs
Planet Media Sales	<ul style="list-style-type: none"><li>• To meet or exceed advertising all sales targets for OUSA products: including Radio One 91FM, Critic Magazine and other publications, Event/activations(including Dunedin Craft Beer and Food Festival), and 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 OUSA and its products</li><li>• Sell non Planet Media/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><li>• To create sponsorship proposals for clients to meet their promotional needs.</li><li>• Maintain relationships with existing clients and ensure their needs are met and they have a high level of satisfaction with the services provided.</li><li>• Be able to explain products comprehensively and accurately to clients</li></ul>
Total Service Mentality	<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, representation or publication.</li><li>• To ensure that the client receives excellent customer service from the beginning to completion of the sale.</li><li>• To go the extra mile for the client wherever possible.</li></ul>

<b>Reporting and Compliance</b>	<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>
<b>Process Improvement</b>	<ul style="list-style-type: none"> <li>Identification and implementation of improvements to internal financial control processes and procedures</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>Where applicable, help set up and run events</li> <li>Adhere to any health and safety rules/laws while setting and running events</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> <li>Present yourself to a high standard</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

- Minimum two years' experience in a sales role preferably advertising sales
- Proven ability to meet or exceed sales targets and close sales
- Strong cold calling capability
- Tertiary level qualification preferred but relevant experience is also recognised
- Intermediate expertise in MS Office, Excel, Word and PowerPoint
- Relevant networks
- High standards of professionalism, ethics and integrity