



planetmedia

## POSITION DESCRIPTION & PERSON SPECIFICATION

**Position:** PM Sales and Fundraising Manager

**Reports to:** Group Chief Executive Officer (Group CEO)

**Direct reports:** Planet Media Sales Account Managers

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

### Organisation:

The OUSA provides a diverse range of services to its 22,000 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 the sales team.

OUSA's Sales Team trades under the brand name Planet Media. 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. Planet Media also sells advertising on behalf of other student associations around the country. Planet Media has a number of websites, social media and sponsorship products.

OUSA runs the annual Dunedin Craft Beer and Food Festival, and partners with Live Nation to run the Auckland Craft Beer and Food Festival.

The OUSA Fundraising Manager will lead the Planet Media sales team as well as looking for and securing further fundraising opportunities outside of our traditional income streams.

### Position purpose:

- Manage the human, financial and physical resources of the Planet Media Sales Team.
- Ensure the OUSA sales team meets or exceeds advertising and sponsorship targets
- Research and create innovative products to better reach the student market.
- Identify and secure other income opportunities

### Areas of Responsibility

Area	Expected Outputs
Planning, Reporting and Development	<ul style="list-style-type: none"> <li>• Develop annual sales plans for each of the departments serviced.</li> <li>• Develop and implement effective and professional sales strategies, pricing structures and sales packages for the various departments serviced.</li> <li>• Report monthly to the Group CEO on performance against targets and on financial, personnel and administrative matters.</li> <li>• Participate in strategic and annual planning sessions with the Group CEO, other Management and Employees.</li> <li>• Identify, investigate and develop opportunities for the improvement and expansion of the existing OUSA Sales services and products.</li> <li>• Identify and secure fundraising opportunities outside of traditional sales</li> <li>• Identify both opportunities for outsourcing as well as making the best use of in-house skills and experience</li> <li>• Prepare and present reports to the board of OUSA Holdings and it's subsidiaries</li> <li>• Work with the board of OUSA Holdings and it's subsidiaries on new sales opportunities</li> </ul>
Financial	<ul style="list-style-type: none"> <li>• In consultation with the Group CEO, develop realistic sales and operational budgets (including accurate monthly splits) each year for implementation the following year.</li> <li>• Implement the current year's budget and report to Group CEO on any variances.</li> <li>• Institute procedures that ensure a minimum of bad debts are incurred by the sales team, in conjunction with the OUSA Group Financial Controller</li> <li>• Ensure that details required for invoicing clients for Planet Media's services are provided on a regular basis to the Accounts Team</li> </ul>



<p><b>Staffing</b></p>	<ul style="list-style-type: none"> <li>• Monitor the performance of the Planet Media team to ensure that job description, performance objective requirements and all sales targets are being met.</li> <li>• Motivate staff and facilitate self-management</li> <li>• Participate in appointments, discipline, dismissals, performance appraisals and contract negotiations.</li> <li>• Resolve any employment difficulties as soon as possible. This should be done in consultation with the Group CEO.</li> <li>• Lead and participate in OUSA sales meetings.</li> <li>• Be responsible for all aspects of Planet Media team development and training in consultation with the Group CEO</li> </ul>
<p><b>Professionalism</b></p>	<ul style="list-style-type: none"> <li>• Create a professional and competitive profile for Planet Media at both local and national levels.</li> <li>• Ensure that the sales team maintains a positive and co-operative working relationship with Radio One, Critic and the wider OUSA.</li> <li>• Ensure that a consistently high standard of advertisement is being produced for clients.</li> <li>• Ensure advertising and sponsorship clients are of a suitable nature before signing contracts.</li> </ul>
<p><b>Sales and Fundraising</b></p>	<ul style="list-style-type: none"> <li>• Monitor the day-to-day operations of the sales team to ensure that each member is making full use of sales opportunities</li> <li>• Apportion monthly and annual sales targets in consultation with Sales Account Managers</li> <li>• Set rates and deadlines in consultation with Radio One, Critic and OUSA Managers.</li> <li>• Develop client networks and ensure that good relations are maintained with the advertising community</li> <li>• Bring forward and discuss potential fundraising initiatives with the Group CEO and relevant OUSA department managers</li> <li>• Work closely with the OUSA Marketing and Communications and Events Manager to ensure all sponsorship opportunities are identified and acted on</li> </ul>
<p><b>Administration</b></p>	<ul style="list-style-type: none"> <li>• Ensure that advertising contract and credit application forms are correctly completed and signed.</li> <li>• Maintain up-to-date and accurate financial and general records and files.</li> <li>• Provide appropriate information and assistance for the writing and production of advertisements.</li> <li>• Maintain relevant and accurate information on all aspects of the OUSA Fundraising Manager's position.</li> <li>• Certify timesheets/leave request forms.</li> <li>• Ensure that the sales team complies with all relevant legislative requirements including Employment Legislation, the Health and Safety in Employment Act and any national broadcasting and print media standards.</li> <li>• Ensure Employees comply with all policies and procedures and agreed standards of practice and work.</li> </ul>



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### Personal Attributes/Key Competencies

Area	Expected Outputs
Working Collaboratively	<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>
Communication	<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>
Planning and Organising	<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>
Managing Change	<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</li></ul>
Problem Solving and Results Focused	<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

- Tertiary level qualification in Marketing or a related discipline
- At least five years' experience in a sales or fundraising role
- Proven fundraising track record
- Proven ability to lead a team
- Proven ability to meet or exceed sales targets and close sales
- High standards of professionalism, ethics and integrity
- Excellent motivational, communication and leadership skills