

BLACK DIAMOND FM/Midlothian Community Media Association	
JOB DESCRIPTION	
POST TITLE: BUSINESS DEVELOPMENT MANAGER	20 hours per week £15,248 Per annum Salary based on £27,000 per annum pro-rata
RESPONSIBLE TO: Board of Directors	
RESPONSIBLE FOR: Developing new and existing revenue streams	
PLACE OF WORK: Black Diamond FM, 67 Gardiner Place, Newtongrange EH22 4RT	

The successful applicant will be an enthusiastic and motivated individual who will develop a range of income streams to support the work of the Association. This is an exciting opportunity to work with local businesses and other stakeholders to market Black Diamond FM as a key asset in engaging with the Midlothian community. You will have good communication skills with a background in marketing/ sales or allied activity and be able to create a long-term strategy to ensure that the Association is sustainable.

1. Main Purpose of the Job

To plan and develop the business and be responsible for sourcing revenue opportunities to agreed targets and deadlines, which will secure the long-term sustainability of Black Diamond FM, and to build and develop relationships with local and national funders, authorities, advertisers and other agencies.

Key Skills

Brokering collaborative partnerships
Managing sales opportunities

2. Duties

- 2.1 A sound knowledge of local business networks and the commercial community.
- 2.2 Create a strategy to scale up advertising offer to attract regional interest with emphasis on audience listening through applications.
- 2.3 Develop relationships with local and national grant making trusts.
- 2.4 Develop existing and new relationships with Midlothian Council and the Third Sector for commissioned services and other funding opportunities.

2.5 Create a robust marketing strategy that encompasses both the commercial sponsorship opportunities of radio broadcasting as well as seeking charitable donations.

2.6 To network and attend relevant meetings to further the aims of the organisation.

3. Monitoring and Statistics

3.1 To create effective recording system of sales and keep contact data secure and up to date

3.2 Monthly reporting of revenue pipelines and sales to the Board of Directors.

3.3 Monitor the progress of Advertisements from initial contact through to invoice and broadcast.

4. Other Duties

4.1 To carry out all of the above duties in a manner which actively supports and promotes the key commitments of Midlothian Community Media Association and in particular to ensure that the principles of equal opportunities are implemented in all work undertaken on behalf of Black Diamond FM.

4.2 To ensure that all adopted policies are adhered to through regular monitoring.

4.3 To ensure that Black Diamond FM complies with its obligations under the Broadcast Code, Ofcom and Advertising Standards Agency rules.

4.4 To train members of the association in the techniques and strategies to be followed to create a sustainable revenue stream beyond the initial funding period.

4.5 Other activities deemed necessary by the Board to support the work and Development of the Association

5.

<p><u>Essential Skills and Experience</u> Excellent communication skills both written and oral Numerate with ability to carry out financial procedures Administrative Skills I.T. Skills Excellent business development ability Creative in terms of maximising income opportunities Ability to build positive customer relationships at all levels</p>	<p><u>Essential Skills and Experience (continued)</u> Excellent attention to detail Strong presentational, influencing and motivational skills Successful track record of sales or marketing/promotional work Adaptable and influential in diverse environments Ability to carry out audience and market research Knowledge of Business networks and ability to develop partnerships Ability to drive/cycle</p>
<p><u>Desirable Skills and Experience</u> Marketing Qualification Experience of writing grant applications Knowledge of expanding website and use of social media Knowledge of Midlothian Business planning experience</p>	<p><u>Personal Skill/Knowledge</u> A commitment to the ethic of Community Radio Ability to manage workloads Business planning and management skills Experience and proven track record of sales and customer relations Ability to build good working relationships with businesses, local authorities and service providers The ability to form professional relationships with a wide range of people and organisations. The ability to be tactful and sensitive but assertive when appropriate.</p>

6. Application Process

Letter of Application and CV to be emailed to: recruitment@blackdiamondfm.com

7. Closing Date-----20th April 2018

8. Start date for position Late May/Early June