

**Posting Date:** January 9, 2012 **Closing Date:** February 6, 2012

**Position:** **Retail Sales Manager**

**Location:** C-FAX 1070, 107.3 KOOL-FM, Victoria, BC

**Salary:** Commensurate with position, qualifications and experience

**Hours of Work:** 40 hours per week with additional time as required.

**Responsibilities:** The Retail Sales manager will provide visible, hands-on leadership, direction and support for a team of sales executives to ensure revenue and profit objectives through marketing and sales of commercial air time for a heritage AM News Talk station and highly rated CHR FM station within the local market of Victoria.

- Work with General Manager/General Sales Manager to develop and implement sales initiatives designed to generate incremental revenues and enhance competitive position.
  - Assist Sales Executives with design and preparation of effective advertising programs for clients, incorporating audience and market knowledge and research.
  - Build relationships, interact and liaise effectively with internal and external peers, clients and community network, with active participation in promotional campaigns and on-site events.
  - Manage retail sales department and staff, and participate as member of management team.
  - Other responsibilities as required.
- Qualifications:**
- 7-10 years successful experience as senior radio sales executive with progressive experience and professional development; leadership experience an asset.
  - Enthusiastic and committed to exceed sales targets in competitive small to medium market.
  - Personable, credible, resilient marketing professional, interested in developing new business and building long-term trust relationships that help client business thrive, while driving repeat cash-flow for employer.
  - Success built on personal integrity and always doing the right thing for the client and the Company.
  - Talented communicator, presenter, problem-solver, with strong interpersonal, management and administrative expertise and well-developed electronic skills.
  - Use of personal vehicle and a valid drivers licence required.

**Application Details:** Interested candidates are encouraged to apply online to [islandjobs@bellmedia.ca](mailto:islandjobs@bellmedia.ca), or forward a current resume, in confidence to:

Human Resources  
Bell Media Victoria Radio  
1420 Broad Street  
Victoria, BC V8W 2B1

*Only those applicants selected for an interview will be contacted.*