



Position: **Sponsorship Coordinator**

Organisation: PBS 106.7FM

Location of Job: 47 Easey St, Collingwood

Hours: Full time

Pay: \$52,500 plus Super

Reporting to: Sponsorship Manager

Community Radio sponsorship refers to the sale of on-air, pre-recorded promos to PBS clients including venues, promoters, record labels, retail, council and media agencies. The Sponsorship Coordinator is responsible for maintaining and building the sponsorship client base of the station. This role works closely on a day-to-day basis with the Sponsorship Manager to complete tasks and ensure sponsorship campaigns are produced in accordance with PBS guidelines and client brief.

Since 1979, community broadcaster PBS 106.7FM has been an integral player in Melbourne's diverse music community. With over 80 specialist music programs ranging from soul to garage to country to jazz, PBS is dedicated to nurturing, inspiring and championing Melbourne's diverse music community.

The position requires excellent written skills, the ability to work to deadlines, computer administration skills and an excellent phone manner. Knowledge of Melbourne's creative industry including music, arts, film and festivals will be highly valued. The Sponsorship Coordinator will have an eye for detail and be available to nurture new clients as well as develop existing client relations to a high level.

The successful candidate will have a genuine interest in community radio with an understanding of and affinity with the culture of PBS and its vision, along with a familiarity and appreciation of the diverse local independent music scene. Experience in running events and/or working with volunteers would be an advantage.

#### Duties and Responsibilities:

- Script writing in accordance with the PBS scriptwriting style guide
- Pitching and tailoring sponsorship opportunities to clients
- Managing PBS's in-house scheduling system
- Maintain relationships with current clients and develop new prospects
- Following the latest music industry developments, venue and promoter news
- Reporting, data collection and analysis post campaign
- Develop effective working relationships with PBS departments - notably Marketing, Production and the Music Department
- Develop effective working relationships with PBS volunteers including announcers
- Plus other tasks as required

#### Selection criteria:

- Radio sponsorship and/or sales experience is highly desirable
- Excellent communication skills both written & verbal
- Strong computer skills, Word/Excel/Outlook/Windows. CMS knowledge a plus.
- Positive and friendly personality. Strong work ethic

- Client relationship management
- Knowledge of and connections to Melbourne's creative industry including music, arts, film and festivals
- Ability to negotiate financial deals - pitching and tailoring opportunities
- Knowledge of digital and traditional media a bonus
- Ability to organise and maintain multiple tasks, projects or demands and deliver these on time

**Hours of Work:**

This role is based around a 35 hour week, which is to be completed during the office hours from 10am-6pm, Monday – Friday. Some hours outside of normal office hours may be required.

**Applications Due 5pm August 26** addressing the selection criteria, along with CV and three referees (who won't be contacted without applicant's prior knowledge) to [sarah@pbsfm.org.au](mailto:sarah@pbsfm.org.au)