

JOB DESCRIPTION: SALES TEAM LEAD

Position: Sales Team Lead

Location: Port of Spain, Trinidad and Tobago

Reports to: Chief Executive Office

Job Summary:

The successful candidate will be responsible for leading the company's sales effort as well as developing and executing the company's strategic sales objectives. This will involve identifying target markets and managing sales budgets and evaluating and reporting on sales performance. The position requires working closely with Production, Programming and Marketing/Promotional teams to ensure revenue and product goals are well supported by the Sales team.

Duties & Responsibilities:

- Operates under biblical Christian principles
- Manages the sales team
 - Trains and motivates Sales Personnel to achieve and surpass revenue targets
 - Prepares annual (sales) budgets and sets goals/targets in keeping with the organisation's goals
 - Liaises with relevant managers and other personnel to design packages to market the company's signature products
 - Ensures the timely collection of monies owed to the company
 - Consistently communicates pricing strategy to the Sales Team
 - Ensures all sales personnel deliver quality customer service at all times to all stakeholders
 - Develops subordinate skills and encourages growth among the sales staff
 - Ensures that the Sales Team is familiar with and adheres strictly to the company's Broadcasting Code in its Sales process
- Provides support to the relevant parties, that select company events with a view to ensuring that these events are profitable eg via sponsorship, ticket pricing, advertising, donations etc
- Provides monthly reports to management on performance of Sales Team and Sales Department
- Keeps abreast of media environments and developments (local, regional and international), tracks industry and market trends and investigates competitors – present and future

- Identifies and drives new business and partnership opportunities across target marketing segments
- Oversees maintenance and development of the company's media clients on an ongoing basis
- Monitors performance measurements to ensure sales volume and profit objectives are accomplished and recommend and implement corrective actions
- Oversees the recruitment process of all sales personnel
- Undertakes other job related duties as assigned

Qualifications:

- Bachelor's degree in Sales/Marketing or equivalent with a preference for a Master's
- 5 - 7 years' experience in the media sales industry, as well as experience working with advertising agencies.

Skills:

- Good interpersonal skills
- Ability to function in a collaborative organisation and be a team player
- Proven ability to supervise and develop a high-performing team
- Knowledge of ratings and research
- Goal orientation: ability to understand the big picture and long term objectives, positive mental attitude, sense of professionalism, team orientation, change agent, resourcefulness and client focus
- Strong computer skills with particular proficiency in Excel and PowerPoint, and knowledge of Traffic systems
- Must have access to a reliable vehicle appropriate to the position
- Strong moral and spiritual values