

## **WANTED – SALES AGENT TO WORK ON COMMISSION**

### **JOB DETAILS:**

The Sales Agent will be responsible for generating the income for the radio station CFTA 107.9 fm; from advertising sales and sponsorships. This primarily involves selling the benefits of Radio as an advertising medium, to other media agencies, individual clients and the public at large.

To do this the Sales Agent has to undertake a range of different activities; establish and develop long term business relationships; source, identify and secure new business opportunities; fact find and take notes regarding clients and prospective clients; generate creative solutions for clients, present campaign proposals; make the sale; and deliver accurate reports.

Although some of the work is office-based, the Sales Agent must also spend time out of the office to meet with key clients and prospective clients, gathering information, making presentations, and whenever necessary attend relevant events to network with clients or to pursue prospective clients.

The Sales Manager must also expect an element of routine administrative work; maintaining records, producing reports and forecasts; and to assist, the financial manager, with the resolution of problems regarding payments and revenue collection.

The Sales Agent will also assist in fundraising by getting sponsorships for special events and by coming up with creative ways to fundraise for the station.

**COMPENSATION:** The Sales Agent will work for 10% commission on all sales and sponsorships.

**Must have own transportation and cell phone.**

**Please send resume and cover letter to:** CFTA Chairperson at [emeryvine@gmail.com](mailto:emeryvine@gmail.com)

**Or drop off a resume and cover letter at the CFTA studios for the Chairperson**  
– 80 Church Street in Amherst.

**No phone calls please.**