**Title:** Business Developer Manager (BDM)

**Employer:** Radio 2RPH

**Salary:** $90,000 pro rata + commission-based bonus, 15 hours per week

**Type of Work:** Part time, two days per week

**Sector/s:** Not For Profit   
**Location:** Glebe, Sydney

**Job purpose:** The Business Developer Manager will contribute to the long-term financial viability of the station. The person will enhance the broadcast revenue; expand existing sponsorships of 2RPH; conceive, develop and implement income generating initiatives in line with our purpose; stimulate bequests; maximize merchandise sales; and activate recording studio hire.

2RPH is a community radio station committed to providing a radio reading service to people who cannot read independently, or easily handle or understand printed material. Additionally, many people listen to 2RPH while they are driving or working, whilst others enjoy the diverse program and style provided by 2RPH.

Based in Glebe we read newspapers, magazines and books and broadcast across Sydney, Newcastle and the lower Hunter region. We are volunteer driven with approx. 200 volunteer presenters, broadcasting to over 100,000 weekly listeners, 24 hours per day.

**Responsible to**: The BDM is responsible to the General Manager.

**Overview:**

The BDM is responsible for the growth and management of sponsored 2RPH programs and assets. Working closely with the General Manager, the BDM will follow up leads, negotiate sponsorship packages and administer the benefits.

Expansion, management, administration and record keeping of the well-established broadcast revenue is also a key function of the role.

Activation of the recording studios outside of business hours, promotion of new and existing merchandize, is an untapped area, while there is also potential to extend the giving program through the newly launched bequest program.

The role is also expected to provide the creative drive and business acumen to identify future income generating initiatives, aligned to our core work, as a radio reading service in the social services sector.

**Skills, experience and personal attributes:**

The successful candidate will join a dynamic and expanding station. As this is a start-up role aspect of the job specification may adapt over time in order to reflect growth. While not exhaustive, the following list of responsibilities gives an overview of the key aspects of the role:

**Essential Criteria**

* Proven experience securing and effectively managing all aspects of income generating sponsorships
* Experience attracting, maintaining and managing sales in a comparable environment
* Experience designing business development proposals to sign off
* Experience of attracting and managing donor and or bequest income
* High-level negotiation, and written and verbal communication skills
* Demonstrated experience working to and exceeding targets

**Desirable Criteria**

* Experience working in a small non-profit organisation
* Experience securing and managing broadcasting sales
* Knowledge of the community sector.

**Key responsibilities:**

* Be the point of contact for the National Sponsorship Scheme and develop relationships with key personal
* Identify and secure new sponsors for 2RPH programs and assets eg studios
* Develop strategies to increase donors and contributors to the bequest program
* In collaboration with the General Manager set and track income targets
* Research and generate income development proposals
* Contribute to the finance component of the 2RPH Business Plan
* Ensure that the 2RPH marketing plan reflects and supports the income generating activities
* Manage and maintain a record, dashboard report and database of program and asset sponsors
* Manage and nurture relevant internal and external relationships
* Work with the Technical Manager to support production and scheduling of National Sponsorship Scheme material
* Provide information to enable invoices to be generated in a timely manner
* Manage and regularly review the 2RPH sponsorship documentation and bequest brochure
* Report on the status of income streams on a regular basis.

**Application process**

* To apply for this position, email a cover letter outlining your suitability and interest including how you meet the selection criteria, along with your resume to General Manager Sancha Donald at sdonald@2rph.org.au.

**Closing date for applications:** Friday 27 September.