

## ANTENNA GROUP & PLAY RADIO



Is currently seeking for a young, dynamic professional to cover the position of

Radio Representative, Belgrade

### Job Description

**The Radio Sales Representative** will be responsible for selling advertising air-time & sponsorships of the PLAY Radio and he/she will report directly to the General Manager. The perfect candidate should have at least 3 years of working experience at a similar position or generally in sales, with a strong track record.

### Key Responsibilities

- Sales, negotiation and implementation of commercial plans for the Radio advertising market
- Management of existing and new sales relationships
- Drive new business and increase media revenues and profits at every opportunity
- Conduct presentations and reports regarding sales and revenues
- Budget responsibility – goals definition, monitoring & reporting
- Management of Ads inventory & traffic
- Work closely with the Program & Marketing teams to define and implement strategic objectives
- Act as a liaison with other Group Commercial departments, managing group deals

### Knowledge – Skills

- University Degree in Business Administration or Marketing
- Strong communication skills, both written and verbal
- Fluency in English
- Understanding Research & Rating figures
- Organizational agility and strong attention to detail
- Excellent presentation and sales skills
- Experienced PC user
- Creative, innovative and results oriented character is a must
- Passionate with music & radio

*Join our team, send your application in English language electronically to  
posao@prva.rs until 31<sup>st</sup> of May2017.*

*Only short listed candidates will be contacted.*

*All applications will be handled with absolute confidentiality.*