



Job description

Business Development Manager

August 2018

Exeter Community Radio (broadcasting as Phonic FM) is seeking a friendly, professional and pro-active individual to help plan for its future, increase its income and develop its output.

Objectives

To work with Exeter Community Radio's directors and 70-strong membership to:

- Create a solid plan for future development
- Increase the organisation's income
- Provide more (and better) opportunities for people to express themselves and develop their skills
- Take Phonic FM to a wider audience

Key tasks

- Assist Exeter Community Radio's directors in developing a business plan for the remainder of Phonic FM's current license period (to 2023).
- Assist Exeter Community Radio's directors in reviewing Exeter Community Radio's company structure and implementing any necessary changes.
- Develop and carry out a programme of market and audience research, for the following purposes:
 - To inform applications for grant/philanthropic funding.
 - To inform approaches to businesses regarding sponsorship and advertising opportunities.
 - To inform decisions about developing on-air output: commissioning; programming; scheduling, training; etc.
- Identify and pursue grant/philanthropic fundraising opportunities:
 - Develop long-lasting relationships with grant-making bodies.
 - Complete and submit applications/proposals for grant/philanthropic funding.
 - Where funding is linked to defined projects, assist the directors and membership in planning/delivering those projects.
- Work with the local business community to develop revenue-generating opportunities, for example:

- On-air sponsorship and promotions.
- Online sponsorship, promotions and paid content.
- Studio/facilities/equipment hire.
- Develop more opportunities for individual giving, for example:
 - Donations.
 - Crowdfunding schemes.
- Devise and conduct marketing and PR activities, including:
 - Developing marketing databases (in line with data protection regulations).
 - Co-ordinating regular PR and marketing activity across a variety of platforms.
- Monitor the performance and success of funded/sponsored activity, ensuring accurate and detailed records are kept (in line with data protection regulations) for feedback and evaluation purposes.
- Explore and pursue means of making the role of Business Development Manager sustainable beyond its initial one-year period.
- Regularly report back to Exeter Community Radio's directors on progress, opportunities and challenges; attending board meetings as appropriate.
- Network and share information and good practice with other cultural and community organisations in the local area, and with similar community organisations nationally and internationally.

Skills and experience

Required

Experience and success in writing funding applications, particularly for cultural and social enterprises.

Experience in business planning, and some knowledge of the further support available to social enterprises in developing business plans.

Experience of developing relationships with businesses.

Ability to plan and manage time and projects effectively.

Excellent communication skills, both verbal and written, with people of different backgrounds and in a range of settings.

A good working knowledge of basic IT tools such as email, word processors, spreadsheets and online collaboration tools (eg Google Drive).

A commitment to cultural diversity and freedom of expression.

Desirable

A good working knowledge of specialist IT tools for the management of website content, online marketing, social media, etc.

Experience of working in predominantly voluntary organisations.

Understanding of the broader concepts of social entrepreneurship.

Enthusiasm for audio as a medium for creative and cultural expression.

Knowledge of broadcasting is not required.

Exeter Community Radio works with young people and vulnerable adults. Satisfactory references and a DBS report will be required.

This role is offered on a freelance basis. It is funded for one year, with the post-holder to be paid monthly in arrears on receipt of an invoice for hours worked. The total fee will be £13,500, based on 17.5 hours per week (£27,000 full-time equivalent).

The post-holder may decide how they wish to arrange their working hours, in agreement with Exeter Community Radio's directors. Occasional evening and weekend work may be required, in order to attend meetings, events, etc.

Within the fee on offer, the post-holder will need to provide their own working space and IT equipment capable of sending/receiving emails; reading/writing/editing documents in a number of common file formats; and accessing documents in a shared online workspace. They may also need to undertake a small amount of travel in the Exeter area. Requests to cover more substantial expenses (for example, to attend events out of the Exeter area) will be considered by ECR's directors.

Please apply with a CV (including details of two referees) and a supporting letter, by email to info@phonic.fm.

The deadline for application submissions is 16 September 2018. Selected candidates will be invited to meet ECR's directors and discuss the role during the week commencing 24 September 2018.

This role has been funded by the [Department for Digital, Culture, Media & Sport](#) through the [Community Radio Fund](#), awarded by [Ofcom](#), the communications regulator.

Exeter Community Radio is a company limited by guarantee, registered in England and Wales, number 05979408.