



APPLICATION FOR EMPLOYMENT

Post applied for: _____

Personal information

Surname _____ First Name _____

Address _____

_____ Postcode _____

Tel No. Day: _____ Evening _____

Mobile No. _____ E-mail Address _____

Do you hold a current drivers licence Yes No

Do you have access to a car for work? Yes No

Are you applying for this job on a part time basis Yes No

If this job is part-time please, state preferred days and number of hours:

1st Choice: _____

2nd Choice: _____



Employment History

(Start with Current Employer)

Date		Name of employer	Job title	Reason for leaving
From	To			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			
Month _____ Year _____	Month _____ Year _____			

Please continue on a separate sheet if necessary

Education and Training History

Qualification e.g. GCSE/GCE, further education degrees and diplomas, professional qualifications, other	Level	Date

References

One of the references **MUST** be your most current employer

Most Current Employer

Name and address of employer _____

_____ Postcode _____

Name of person to contact _____ Position in organisation _____

Telephone Number: _____

Previous Employer

Name and address of employer _____

_____ Postcode _____

Name of person to contact _____ Position in organisation _____

Telephone Number: _____

Note:- We will not take up references prior to job offer

EXEMPTION UNDER THE REHABILITATION OF OFFENDERS ACT

This form must be completed for all jobs at Pure Innovations Ltd as Criminal Records Bureau Clearance is required.

Job: _____

Department: _____

The Rehabilitation of Offenders Act (Exemptions) Order 1975 applies to this post.

This means that you must disclose **ALL** criminal convictions (including those defined as **spent** under the Rehabilitation of Offenders Act), cautions, reprimands, final warnings, motor offences and any other information that may have a bearing on your suitability for the post, such as if your suitability to work with children or vulnerable adults has ever been questioned.

Failure to disclose any convictions / reprimands / cautions / final warnings or any other relevant information, may disqualify you from employment or result in your later dismissal. The Act does not provide any means of enforcing a person’s right not to be refused employment.

Date	Nature of convictions / reprimands / cautions / final warnings / other relevant information: (Please include dates)

Do you have any outstanding cases waiting to be heard? Please tick appropriate box

No Yes – give date (if known) _____ and details:

Have you ever been dismissed from any previous employment Yes No

If yes, please give details _____

Do you know anyone at Pure Innovations. If yes, please state whom and your relationship with them.

Sickness Absence Details

How many days off sick have you had in the last 2 years? _____

How many occasions? _____

Declaration

I declare that the information I have given on this form is, to the best of my knowledge, true and complete. I understand that if it is subsequently discovered that any statement is false or misleading, or that I have withheld relevant information, my application may be disqualified or, if I have already been appointed, I may be dismissed. I hereby give my consent to the Company processing the data supplied on this application form for the purpose of recruitment and selection.

Signed _____ Date _____

A Signature is required even if you have nothing to declare.

Data Protection
The information you provide will only be used in conjunction with this application form.



Equal opportunities monitoring information

Our policy is to ensure that no job applicant or employee receives less favourable treatment because of, or is disadvantaged by, any conditions or requirements that cannot be shown to be justifiable. To assist us in checking that this policy is carried out and for that purpose only, it would be help if you could complete the following. You are under no obligation to complete this section. It will not affect your application in any way.

Male Female Date of Birth

The following definition may provide a useful framework for candidates to consider whether their condition would be considered as a disability. ***The Disability Discrimination Act defines disability as a physical or mental impairment, which has substantial and long tem adverse effect on a person’s ability to carry out normal day-to-day activities***

Do you consider yourself to be disabled Yes No

Please give details of your disability and any adjustments you would like us to consider making

Ethnic Origin

To which ethnic group do you belong? Put a tick against one of the groups below:

- White (UK) White (European)
- White (other) Black African
- Black Caribbean Black (other)
- Irish Pakistani
- Bangladeshi Indian
- Asian (other) Greek Cypriot
- Turkish Cypriot Other

If other, please specify _____

Please state where you learned of this vacancy

Source:	Please Tick
Manchester Evening News	
Jobs Northwest	
Metro	
Guardian	
Other Paper (please specify)	
Job Centre / Job Centre Plus	
Internet	
Internal	
Word of mouth	
Other (please specify)	

Is there any further information you wish to give? _____

The above information is important and will be used for monitoring purposes only

JOB DESCRIPTION FOR THE POST OF REGIONAL SALES ACCOUNT MANAGER

Main purpose of the Job:

To play a key role in assuring the sustainability and growth of the Greater Manchester Community Radio Stations with responsibility for developing business client relationships and selling radio and web advertising and sponsorship deals and promotions.

Key Areas of Responsibility

- 1.** Generate sales through advertising and programme sponsorship to meet individual sales revenue targets
- 2.** Build and maintain excellent relationships with local and regional businesses
- 3.** Maintain a portfolio of existing and new advertisers and sponsors for the 12 Community stations.
- 4.** Operate a 2 call sales system (fact find then presentation)
- 5.** Achieve an average 15 appointments with company decision makers per week
- 6.** Develop relationships with a range of Public Sector Organisations to sell and secure on-going advertising revenue and help them to raise their profile within the local community
- 7.** Develop other business opportunities such as promotions, merchandising and commercial partnerships
- 8.** Negotiate the terms of sales and sponsorship agreements and close sales
- 9.** Produce advertisements and sponsorship announcements that match client needs and expectations
- 10.** Phone and visit potential customers to source and prospect for new business
- 11.** Monitor competitor activity gathering market and customer information and use to improve our competitive advantage
- 12.** Continually build and maintain account relationships with clients by telephone, email and letter both during and post sales
- 13.** Work very closely with the stations' Programme Controllers to devise appropriate station features and promote campaigns/ideas aimed at increasing revenue and listenership interaction
- 14.** Work as part of a team with Executive Presenters, Journalists, Volunteer Presenters and Freelance staff to continually improve and develop the stations'

commercial output and listener appeal

- 15.** Work with the Marketing & Communications Manager and external agencies to develop the Greater Manchester Community Radio brand and reflect that brand in on air promotional activity and on air branding
- 16.** Represent Greater Manchester Community Radio at exhibitions, road shows and corporate events to promote the work of the stations
- 17.** Attend and participate in any meetings and training events, to develop job skills and knowledge and the future of Greater Manchester Community Radio
- 18.** Review own sales performance, aiming to meet or exceed targets
- 19.** Keep accurate records of sales and order information and provide information to the Finance Department as required
- 20.** Adopt a flexible approach to your hours of work to meet the needs of the business and work evenings, weekends and bank holidays as required
- 21.** Understand and adhere to all Pure Innovations' Policies and Procedures
- 22.** Raise any concerns with management regarding discrimination on the grounds of age, race, sexuality, religion or belief, gender or disabilities
- 23.** Any other duties as required by your Line Manager.

PERSON SPECIFICATION FOR THE POST OF REGIONAL SALES ACCOUNT MANAGER

Essential

1. Media sales experience
2. A successful track record of achieving challenging sales targets
3. Current driving licence
4. Some knowledge of current media advertising trends and issues particularly in radio
5. Experience and knowledge of production techniques for adverts, promotions and sponsorship
6. Excellent verbal communication and presentation skills
7. Experience of communicating effectively with a wide range of businesses/stakeholders in a sales capacity
8. Excellent organisational and time management skills and abilities
9. Ability to work under pressure in a fast moving environment
10. Understanding of sales target management
11. Excellent administrative skills for managing own paperwork
12. Good IT skills
13. Good business acumen
14. Resilient with a determination to succeed.
15. Ability to adopt and contribute an innovative and creative approach to sustaining the future success of the Greater Manchester Community Radio Stations.
16. Ability to work with the Programme Controllers, Presenters, Journalists and Volunteers to increase revenue
17. Awareness of a commitment to anti-discriminatory practice and Equal Opportunities
18. Able to have a flexible approach to working hours
19. Able to sustain a good attendance record
20. Able to understand and comply with Pure Innovation's health and safety policy and risk assessment process.

Desirable

1. Experience of working in a Radio Sales position
2. Relevant sales/marketing qualification or other equivalent