



	Description
Position Title:	Sales and Marketing Officer
Reports to:	Station Manager/COO

Purpose

CAAMA (Central Australian Aboriginal Media Association) is an iconic Aboriginal-owned media enterprise, established to empower people to participate actively in their communities and the broader national conversation while delivering the stories of First Nation Australians to the world in English and languages.

CAAMA broadcasts music, news, and programming across linear and digital platforms including 8KIN FM in Alice Springs, a network of Remote Indigenous Broadcasting Services (RIBS), as well as digital and social media.

We are looking for a creative, enthusiastic person to provide exceptional support and service to CAAMA's existing client roster and scope for new opportunities for amplifying communication through our radio, audio and digital offer.

Key Accountabilities

Generating sponsorship for CAAMA;
Prospecting for new clients including developing and presenting proposals;
Develop and maintain marketing relationships with local and national stakeholders;
Oversee production of/produce spots, community announcements and related content;
Oversee preparation of sales reports, call sheets and sales forecasts as required;
Develop and keep updated rate cards, sales plan, and other marketing tools;
Load promos, spots and other items into the station traffic/payout system;

Key Capabilities/Qualifications/Experience

- Creativity and excellent interpersonal and organisational skills.
- Computer literacy required.
- The discipline to work autonomously.
- Capacity in Aboriginal language(s) highly regarded.
- A demonstrated interest in the perspectives, experiences, and issues important to communities in Central Australia.
- Women candidates are strongly encouraged to apply.
- Aboriginal and Torres Strait Islander people are strongly encouraged to apply.