



Clydesider Creative

Job Title: Commercial Development Worker
Salary: £20,000 pa (pro-rata)
Hours of work: 18 hours per week
Responsible to: Director
Purpose of Role: To generate print and digital advertising revenue for the Clydesider and take responsibility for researching and developing Clydesider Creative's multiple income stream strategy.

Key Tasks of the Role

- Attract advertising revenue for magazine and online – primarily local but also identify opportunities for national advertising. This will include sales via telephone, email and face-to-face
- Source new leads and business opportunities
- Liaise with our design and editorial team to ensure adverts meet customers' needs
- Build relationships with local businesses to get an understanding of how best to promote their product/service
- Promote our Spend Local Campaign and sign up businesses to the Clydesider Club Card
- Complete sales and maintain advertising databases
- Work with the Director to research and develop a sustainable advertising strategy
- Work with the wider Clydesider team to research and develop a Clydesider membership strategy with a particular focus on business membership
- Represent Clydesider at local, national and international events as required
- Support Clydesider by contributing content in print, online and social media
- Carry out any other duties as reasonably requested by the Director

About Us

Clydesider Creative Ltd is a community media and creative training social enterprise established in West Dunbartonshire.

The *Clydesider* is our free quarterly magazine which showcases the creative skills, talents and inspirational stories from West Dunbartonshire and promotes the many positive aspects of life which the area has to offer.

The magazine, which is written by and for local people, was first published in September 2016. Now on Issue 9 there have been 70+ volunteers who have contributed writing, photography, poetry and art work to the publication.

We are a small, fast-paced and innovative organisation which has gained both national and international recognition for our work. We are currently one of eight media organisations from across Europe chosen to participate in the Engaged Journalism Accelerator. This programme brings with it learning opportunities, mentorships and an opportunity to demonstrate the value of community-led media on a world stage.

About You

You will be a hard-working individual with previous experience of advertising sales and marketing who is also inspired by the *Clydesider's* social ethos.

You should have an understanding of the local news landscape and be able to promote *Clydesider's* position in this sector. However, *Clydesider* is not a traditional news publication and therefore we are not looking for a conventional advertising sales person.

We value developing lasting relationships with all sectors of our community above hard sales as advertising revenue is just one of several income streams, all of which need to compliment each other. Therefore you will be imaginative in your approach to income generation and ensure all our products and services have a positive impact in our community and provide our customers with added value. You will also be comfortable working with the rest of our team to identify and develop new revenue streams for Clydesider Creative.

This is a set-salary post and while it is target-led it is not remunerated on a commission basis.

Essential Skills, Qualities and Experience

- Experience selling advertising space
- Experience managing sales
- Experience managing and maintaining client relations
- Strong written and verbal communication skills and ability to communicate clearly and sensitively to a variety of audiences
- Passionate about playing a positive role in our local community
- Interest in changing role of advertising and local media
- Excellent organisational skills
- Excellent IT skills
- Good understanding and experience of using social media as a marketing tool
- Ability to self-start and work unsupervised
- Friendly
- Trustworthy and reliable
- Commercially-minded
- Motivated
- Flexibility in relation to the needs of the organisation and hours of work (hours will be spread across three days and will include occasional weekend working)

Desirable Skills and Experience

- Experience of working in a team which involves volunteers
- Understanding of life in West Dunbartonshire
- Understanding of social enterprises
- Driving license and own transport

In addition, the post holder must empathise with the aims and objectives of Clydesider Creative Ltd and be prepared to work collectively as part of our flexible team.