



## **JOB DESCRIPTION**

**Position Title :** Cluster Head

**Department :** General Management

**Direct Reporting:** NSH – Radio & Dotted line Reporting: Network SH (Region)

### **Basic Purpose**

The Cluster Head is at the helm of a Cluster and is responsible for sales, trade marketing, coordination between sales and programming, and administration of sales team.

### **Duties & Responsibilities**

The duties and responsibilities of Cluster Head will include, but are not limited to, the following:

#### **Sales**

- Plan and Drive sales strategy for the city for market share and achieve revenue objectives of the city
- Ensure execution of sales strategy with Groups heads and monitor on daily/weekly basis as per process
- Ensure teams follows sales process to drive revenue achievements in scientific manner
- Carry out at least five sales calls a week especially with the top clients in the city to build relationship and have firsthand knowledge of market conditions
- Establish and nurture good relations with celebrities, top 25 clients, public officials, vendors, community, agencies and other stakeholders in the city.
- Ensure team is motivated and ensure associate satisfaction and retention of key associates and filling vacancies on priority.
- Responsible for day-to-day admin and discipline in the sales force.
- Drive the daily MOM meeting with the sales force.
- Maintain a 'movement register' for the sales force to monitor sales calls.
- Maintain a sales board to track individual revenue targets.
- Ensure all sales associates are certified and plan training in conjunction with RSH.
- Responsible for BUD audit and sales pitch and creative's reviews.
- Carry out after-sales calls with key clients.
- Chair the weekly sales meeting to take stock of achievements of the last week, plans for the coming week and any impediments to sales. This Network/National Sales Head will chair the meeting if in attendance.
- Ensures the missed client report for print and radio is dispatched daily.

- Ensures the weekly missed client report for print, radio, TV originating from sales planning is analyzed and tracked by the sales team.
- Ensure that the Cluster maintains updated client database with their preferences (CRM).
- Ensures adequate support to sales from creative and other departments and work with local PH/RADIO OPS HEAD.
- Will directly work with Group Heads in city and will be responsible for sales and quality of sales

Trade Marketing – Work with marketing head of station to drive sales key enablers for the city(Dotted line reporting)

- Develop marketing initiatives for clients in the market
- Plan strategy and communication campaign.
- Drive alliances and partnerships in accordance with the alliance strategy i.e. tie-ups and activating alliances.

Human Resources

- Manage people process link recruitment, training, onboarding, talent management for the team.
- Ensure all associates are issued with job description and allotted business goals.
- Ensure recognition & celebration events are organized as per Company guidelines to motivate, reward and retain associates
- Carry out periodic rap sessions with associates to proactively ensure high associate satisfaction.
- Establish career plans for all associates of the Cluster and foster alignment of individual and company goals.

Finance/ Legal

- Analyze P&L statements and cost variance with respect to budget with a view to cut wastage and improve profitability and ROI.
- Ensure the Cluster has adequate petty cash and the same is being used for sundry expenses only.
- Ensure a statement of ageing of debtors with justification, wherever applicable is maintained in the following format :
  - ✓ O/s for more than 30 days
  - ✓ O/s for more than 60 days
  - ✓ O/s for more than 90 days
- Monitor and ensure the following advances are settled with proper documentation :
  - ✓ Travel Advance
  - ✓ Salary Advance
  - ✓ Advance against Reimbursement if any
  - ✓ Advances to Vendors

- ✓ Other Advances with details
- Ensure Daily Revenue Reports for Corporate and Retail clients from Wide Orbit along with analysis of target and commitment, based on ads scheduled are prepared and disseminated in time.
- Ensure Daily Collection Report for Corporate and Retail Clients from Wide Orbit and with updated PDCs are prepared and disseminated in time.

#### General

- Ensure weekly reports are submitted by all departments every Monday as per laid down format.
- Maintain a schedule of meetings which include the following :
  - ✓ Station Leadership Team meeting on all Wednesdays (fortnightly reviews to be done on how well need-gaps are being addressed)
  - ✓ Marketing meeting (Weekly)
  - ✓ Sales meeting – missed clients, revenues (Weekly)
  - ✓ Cluster meeting once a quarter

#### Job Specifications

- A MBA with at least 9-12 years of experience as a business head.
- Age around 30-35 years with not less than five years of experience.
- Must be fluent in the local language and conversant with local customs and idiosyncrasies. Should ideally have stayed in the city for the last five years.
- Basic computer skills
- Good people focus and an ability to work under pressure.
- Smart and good control on English.

#### Potential Career Opportunities

- Network/ National Sales Head
- Corporate functional responsibility.

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