



POSITION DESCRIPTION

Position Title	SALES MANAGER CONTENT SALES	Position No.	50044637
Team	[ABC Commercial]	Classification	[Administrative/Professional]
Department	Content Sales	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 8]
Reports to	SNR. SALES MANAGER, ABC CONTENT SALES 50042959	HR Endorsement	15/02/2021

Purpose

To optimise licensing of the ABC Content Sales catalogue to multiple territories and platforms, driving revenue growth and profitability against set sales targets and to contribute to team performance, strategic planning and business operations of the department.

Key Accountabilities

- Set and achieve annual sales targets in licensing ABC Commercial managed content for nominated clients and territories.
- Build and maintain strategic relationships with buyers from across all platforms for nominated territories.
- Negotiate deals, oversee accurate contracting and invoicing of concluded deals and management of license agreements to ensure maximum benefit to ABC, including monitoring of the servicing of those agreements.
- Ensure strategies are implemented to maximise sales from back catalogue exploitation as well as new, first release programming.
- Keep abreast of broadcasters schedules and programming requirements on a regular basis, including identification of market trends in terms of programming requirements, local content/quota laws, censorship laws, audience preferences and local tastes.
- Scope and develop new business opportunities in set territories for ABC Commercial content.
- Build and develop strong working relationships with internal and external stakeholders.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications or equivalent experience in similar role.
2. Extensive selling experience in the international program sales environment.
3. Existing strategic relationships with international broadcasters.
4. Demonstrated outstanding pitching, negotiating and selling skills with a strong focus on maximising value and achieving budget.
5. Outstanding communication skills and ability to maintain and develop strategic client relationships.
6. Demonstrated ability to understand the broadcasting and technology environment in the international marketplace
7. Demonstrated high levels of computer literacy and database management skills
8. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.





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9. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
10. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.