



1. Position Description

Title:	Business Development Officer
Status:	Ongoing
Salary Range:	TBC
Reports to:	Head of Commercial
Functional Relationships:	Colleagues in TBV, all Content team makers, Commercial, Sales & Marketing team, technical team
Qualifications:	Pass in the Year 12/13 with strong performance in English, Economics, Sales, Marketing and Accounting. Must have 3 years minimum experience working in media sector or related industry
Department / Unit:	Commercial, Events, Sales & Marketing
Location:	Port Vila

2. VBTC mission

The Vanuatu Broadcasting & Television Corporation (VBTC) is Vanuatu's only public service broadcaster. Its mission is to deliver content that informs, educates and entertains all Ni Vanuatu citizens through radio, television and online services. VBTC aims to reach and respond to citizens through the provision of public interest media and discussion, and through this, meet its obligation to reinforce the Vanuatu identity.

The overall role of VBTC staff is to work together with respect and integrity to deliver content and services. Every employee has a responsibility to contribute to the vibrancy, diversity, inclusiveness and health of VBTCs work culture through their expertise, capabilities and responsiveness to daily tasks.

Demonstrating respect, integrity and working together, the overall role of VBTC staff is to work toward delivering VBTC's mission through exercising their expertise, capabilities and responsiveness to daily tasks. Every employee has a responsibility to contribute to the vibrancy and health of VBTCs work culture.

3. Job Purpose/summary:

The VBTC is a proud organisation that draws its strength from the diversity of people and culture across Vanuatu. The Corporation is open to new approaches to actively foster an inclusive workplace that encourages, reflects and celebrates the contributions of all people. The Vanuatu Events & Media Enterprise (VEME) is the commercial arm of the organisation and is responsible for developing commercial concepts from start to finish, including pre-production, production, and post-production. Our team of experts combines creativity, technical expertise, and attention to detail to deliver high-quality media content that effectively communicates our clients' message to their target audience.

The primary responsibility of the **Business Development Officer** is to develop and execute strategies to increase company sales and profits. They identify profitable business opportunities, secure sound business deals, and lead business development associates and assist in the efficient operation of the VEME. The **Business Development Officer** is responsible for overseeing administrative tasks in VBTC's commercial arm, the VEME. Their job duties include ensuring writing of marketing brochures, answering office telephones, and drafting reports for the marketing team. As a promotion's assistant, you may also help plan and run promotional events on-site.

This position will also assist with ongoing marketing campaigns of VEME by collecting audience feedback, creating graphs, charts, and slides to present to the CEO and the Executive Management, and conducting market research to understand VBTC's target audience.

4. Key Accountabilities and Responsibilities

Enhancing company Profitability

Analysing Financial Data:

- They review current and past financial data to develop strategies for cost reduction and revenue increase.

Market Research:

- Conducting thorough market research to identify new business opportunities.

Marketing Strategies:

- Collaborating with executives to implement effective marketing strategies and capitalize on new opportunities.

Client Relations:

- Building and maintaining relationships with clients, both new and existing, by creating and improving proposals.

Budget Management:

- Tracking expenses and ensuring the company meets revenue targets while maintaining the budget.

Team Leadership:

- Providing training and mentoring to other team members.

Investor Engagement:

- Developing and pitching ideas to potential investors.

Strategically driving growth and profitability

Identifying Opportunities:

- Conduct extensive market research to uncover untapped markets, niche opportunities, and growth potential.
- Identify new business partners and explore collaboration possibilities.

Strategic Planning:

- Develop and implement strategic plans to manage and expand accounts, ensuring sustainable growth.
- Create marketing strategies based on market insights and opportunities.

Relationship Building:

- Establish and maintain relationships with stakeholders, clients, and key individuals.
- Collaborate with the VBTC CEO and executive management to implement marketing initiatives and explore new avenues.

Team Leadership and Training:

- Lead a team of business development and sales professionals.
- Provide training and mentorship to team members.

Investor Engagement:

- Develop and pitch ideas to potential investors, showcasing the corporation's growth prospects.

Responsibilities

- Developing and sustaining solid relationships with the corporation's stakeholders and customers.
- Analyzing customer feedback data to determine whether customers are satisfied with the corporation's products and services.
- training, and guiding business development staff.
- Providing insight into product development and competitive positioning.
- Analyzing financial data and developing effective strategies to reduce business costs and increase the corporation's profits.
- Conducting market research to identify new business opportunities.

- Collaborating with company executives to determine the most viable, cost-effective approach to pursue new business opportunities.
 - Meeting with potential investors to present the corporation's offerings and negotiate business deals.
- Program Scheduling:**
- Be aware of audience interests, needs, feedback and departmental obligations under the Broadcasting Act.
 - Review the content and nature of programs and provide feedback to senior management and producers.
 - Arrange bookings for programs and promotions in accordance with allocated times.
 - Prepare daily Promotions and include in the Daily Program Log Sheet.
- Customers/Client Relations:**
- Meet with VBTC customers/clients to explain VEME services and promotionals.
 - Respond to inquiries and issues and assist with actions to correct problems.
- Program Production and promotions:**
- Research, plan, compile programs or promotions to meet production objectives and VBTC/Radio and TBV policy & guidelines
 - Provide assistance and training and where possible ensure commercial productions are scripted, prepared and recorded in time.
- Key Accountabilities:**
- Ensure video and audio elements of promotional productions.
 - Identifying new business opportunities and partners
 - Developing and implementing strategic plans to manage and grow accounts and profitability
 - Establishing and maintaining relationships with stakeholders and key persons
 - Conducting market research to identify new business opportunities and customer needs
 - Creating business plans and growth opportunities
- Media/Social media:**
- Oversee all commercial content output by the VBTC in relation to commercial productions and client engagement.
 - Oversee social media development tools and processes in order to maintain VBTC brand, integrity and inform strategic direction for the corporation through its social media presence.
- Reporting:**
- Provide advice and reports to the CEO VBTC as required or commissioned to undertake.
 - Ensure recording in daily log the commercial productions, the broadcast date and associated data analysis.
 - Assist with TV or radio and online content makers, broadcasting promotional activities as required and/or as directed by the CEO, the Head of Content or the Head of Commercial.

5. Competencies

Communication – demonstrate exceptional communication skills, both written and verbal form. Ability to communicate important information from the top down. In-depth understanding of Vanuatu's marketing landscape and how to maximise revenue-generating potential for the VBTC.

Strategic thinking – Inspire a sense of purpose & direction amongst the VEME staff; focus strategically; identify opportunities; show good judgement & common sense.

Organization - This set of skills includes sub-skills, such as focus, accuracy, coordination and punctuality. Maintain organization skills to plan, prioritize and achieve accurate results following department goals.

Achieves results – Help to build team capability and responsiveness; excel in own area of expertise and knowledge; implement changes and deal with uncertainty; deliver on results; demonstrate accountability for use of resources

Communicates with influence – Communicate clearly and effectively; listen, understands and adapt; negotiate persuasively and consult regularly. Communicate appropriate commercial and financial information to non-commercial staff and managers

Relationship management – Nurtures internal and external relationships; facilitates cooperation; develops people; proactively manages stakeholders

Personal drive and integrity – demonstrate professionalism, impartiality & honesty; committed to VBTC values and objectives; brings innovative approach to a problem or solution; displays resilience and integrity; demonstrates self-awareness; seeks improvement

Innovation and creativity – lateral thinker, demonstrates interest and creativity in developing new ideas and proposals to generate revenue.

Organization - This set of skills includes sub-skills, such as focus, accuracy, coordination and punctuality. Marketing assistants use organization skills to plan, prioritize and achieve accurate results following department goals.

Interpersonal skills – Ability to establish and maintain effective working relationships with colleagues and communicate effectively, both orally and in writing.

Feedback style – Accepts and acts upon constructive feedback.

Integrity & Honesty - Performs work with integrity and diligence to ensure work quality and protect VBTC's reputation.

Professional /Self Development - Willingness to participate in development or training courses.

Communication - Communicates clearly and effectively listens, understand and responds to others. Coordinates events and meetings writes clear and concise marketing content and deliver articulate proposals, presentations or statements to media, clients or management.

Priority/Time Management - Effectively manages own time, able to meet deadlines and juggle two to three priorities/tasks without losing focus.

Coping with pressure - Works efficiently under pressure and able to cope with and resolve setbacks.

Time management – Ability to prioritise daily tasks, prioritising responsibilities and work to strict delivery deadlines and manage time effectively and work flexible schedules as required productivity is maintained.

Technical skills: Execute digital campaigns, conduct market research and analysis and use email and spreadsheets to complete daily tasks. Must be familiar with design software which may be useful when creating marketing deliverables, such as infographics, brochures and signage.

6. Performance Indicators / Goals

Researching:

- Compile and report on buying trends and statistics, copywriting for marketing materials and other support
- Monitoring active marketing campaigns, making improvements as needed
- Working closely with artistic departments to create digital and physical marketing deliverables
- Collaborating with the marketing team to produce innovative methods of gaining exposure for client brands
- Assisting marketing team with completing projects
- Measuring the return on investment of advertising and marketing campaigns
- Accuracy & Timeliness - Pays attention to detail and checks work to make sure it is accurate, reliable and meets deadlines.

Promotional Scheduling:

- Ensure TV and radio Scheduling - Analysis of Daily Log, continuity and monitoring of promotionals, and no schedule clashes.

Customers/Client Relations:

- Commitment to work – evidence of reliability and attendance at work. Returns from breaks on time; gives satisfactory explanation for any absences; complies with VBTC requirements and policy.

Promotions and Production:

- Initiative – completes work independently with little or no supervision; identifies any problems on the job & solves them or refers upwards.
- Teamwork – accepts tasks, offers ideas and suggestions and helps others when required.
- Promotionals Editing – edits promotionals to comply with VBTC policies.

Reporting:

- Departmental reports maintained, including promotional evaluations, preparation of audience research information and other reports relating to the performance of each media platforms as required.