



We are an inclusive, creative, hardworking group on a musical mission to enrich lives and support the arts. As a member of the CKUA team, you'll enjoy a music-centric, arts-focused office culture and a professional, eclectic mix of colleagues. CKUA also offers bright, modern workspaces from the beautifully restored Alberta Hotel in Edmonton and Calgary Foundation CKUA Studio at Studio Bell (when we are not working remotely).

Our team currently seeks a

Manager – Sales & Partnership Development

Working in an ever-evolving arts and culture environment and media landscape, you will develop, plan, and implement sales and sponsorship strategies for CKUA's programs, channels, events, and fundraising initiatives. You will generate targeted sales plans, create engaging promotions and proposals, develop pricing strategies, and motivate your team to meet or exceed sales and sponsorship goals. The Manager, Sales and Partnership Development represents the CKUA brand and drives strategies to grow revenue by understanding the market, competitors, and industry trends. You will bring strong interpersonal, compassionate leadership, and communication skills and an in-depth knowledge and understanding of sales and sponsorship.

Your key areas of responsibility will include:

Sales and Partnership Development

- Developing, planning, and driving media sales and sponsorship strategies. Establish key performance indicators, benchmarks/metrics and analyze data to achieve year-over-year revenue growth.
- Managing all sales and sponsorship communications and establishing strong partner networks (corporate, small to medium business, arts, and culture, and beyond)
- Driving new business, managing, and growing an account portfolio and strengthening client relationships by making regular visits, understanding their needs, and influencing sales opportunities.
- Working collaboratively with the Programming department to plan and generate sales opportunities that achieve client goals while adhering to CKUA's sound and aesthetic.
- Create and maintain meaningful connections within the community.

- Actively promoting sales and sponsorship opportunities to support CKUA's programs and properties.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring the sales team meets their goals.
- Researching and developing sponsorship opportunities and plans, understanding consumer requirements, showing market trends, evaluating current practices, and suggesting improvements to achieve CKUA's sales and sponsorship goals.
- Gathering, investigating, and summarizing sales data and trends to draft reports.
- Implementing sales plans and advertising campaigns for clients

Merchandise and Online Store

- Developing, planning, and driving merchandise sales strategy. Establish key performance indicators, benchmarks/metrics, and track and analyze data to achieve year-over-year growth in merchandise sales.
- Working collaboratively with the Directors of Community Relations and IT/Broadcasting, research, develop, plan, and develop an online store.
- Working collaboratively with the Communications and Marketing Manager to develop, plan and implement promotional strategies to support the achievement of sales targets for merchandise.

Media Partnership

- Working collaboratively with Directors of Community Relations and Content, developing, planning, and driving media partnership strategies that support CKUA's strategic goals for audience development and growth.

Staff Supervision & Collaboration

- Reports to the Director, Community Relations
- 2.0 FTE Direct Reports: Senior Development Officer, Northern / Southern AB (2.0 FTE)
- Member of the Community Relations Management Team working closely with the Director and Managers of Development, Sales, and Events and Volunteers and staff. Other internal collaborative working relationships include the CKUA Leadership Team, Content & Production Services, IT/Engineering, Finance/Administration, and Announcers Team.

You will have proven the ability to:

- Embody CKUA's organizational values: Community | Diversity | Inclusion | Creativity | Curiosity | Authenticity
- Lead with compassion and empower your teams while coaching and supporting.
- Create and execute strategies that support the organization's goals and maximizes the skills and talents of the teams they are working with.
- Be a collaborative team player who can build consensus across the organization and navigate many relationships and stakeholder groups.

- Demonstrate a high degree of respect and sensitivity for teammates, community members and stakeholders.
- Present an awareness of our communications' impact on diverse audiences, which is reflected in your thoughtful messaging and interactions with various individuals as a representative of CKUA.

You will have:

- Possess a degree in marketing, sales, business, or relevant experience, knowledge and skill suitable to the position.
- A minimum of 7-10 years' experience in media advertising and/or sponsorship sales
- 3-5 years' experience with managing people and complex projects
- Positivity and a willingness to coach, mentor and learn.
- In-depth knowledge of current sales and sponsorship methods and techniques
- Exceptional analytical and strategic thinking skills.
- Superb leadership, communication, and collaboration capabilities.
- Exceptional ability to influence, negotiate and close the sale.
- Highly organized with excellent time management and communications skills and a thoughtful approach to sales
- Advanced ability to drive creativity and innovation.
- Ability to work under pressure and in a fast-paced environment.
- Data analysis and report writing
- Proficient with Microsoft 365 Online, Teams and SharePoint, CRMs
- Assets: Arts & Culture, EDI (Equity, Diversity, and Inclusion), Media Sales, and Corporate Sponsorship, Wide Orbit, Canva PRO, CKUA Listener

This full-time position is based in Edmonton or Calgary and exists outside the Collective Agreement between CKUA and IBEW Local 2228.

Please provide your cover letter and resume in PDF format.

Apply to careers@ckua.com.

There is some urgency to fill this role to achieve our goals. We will be interviewing qualified candidates as they present themselves.

CKUA welcomes applications from all qualified individuals. However, we are particularly interested in and encourage applications from equity-seeking communities, including women, racialized and Indigenous persons, persons with disabilities, and persons of all sexual orientations and gender identities/expressions.

About CKUA

CKUA is a donor-supported arts organization that envisions a better world connected through music, arts, and culture, and stays steadfast in a mission to build and connect a global community of music, arts, and culture enthusiasts through in-person, broadcast, and online programming.

In the spirit of our journey to promote reconciliation, we honour the truth of the shared history and acknowledge that we work on Treaty 6, Treaty 7, and Treaty 8 territories.

Treaty 6 territory is the traditional gathering place for diverse Indigenous peoples, including the Cree, Blackfoot, Metis, Nakoda, Sioux, Iroquois, Dene, Ojibway, Saulteaux/Anishinaabe and many others whose histories, languages and cultures continue to influence our vibrant community of Amiskwaciwaskahigan also known as Edmonton.

Treaty 7 is the traditional lands of the Blackfoot Confederacy which includes the Siksika, Kainai and Pikani, the Tsuut'ina and the Stoney Nakoda nations, including the Chiniki, Bearspaw and Wesley nations. We also recognize the Metis people and the Inuit who make their home here in Mohkings'tsis, also known as Calgary.

Treaty 8 is the traditional lands and home to the Cree, Dene, Metis, and Inuit whose footsteps have tread these lands for generations in northern Alberta and around Fort McMurray or Nistawayaw "The Merging of 3 Rivers" in Cree.

The Treaty Lands were and are a promise between nations to share the land and support one another. We are all Treaty people!