SALES CONSULTANT ADVERT

1 YEAR PERFORMANCE BASED CONTRACT

SALARY: BASIC SALARY + COMMISSION BASED ON SALES

Hindvani, a leading community radio station based in Chatsworth, Durban, is seeking to appoint a dynamic, results-driven, and self-motivated **Sales Consultant** to drive advertising initiatives.

Key Responsibilities:

1. Build and grow strong advertiser relationships through bold, and creative campaigns.
2. Develop revenue across advertising, sponsorships and brand content.
3. Craft compelling pitches for new advertisers and collaborating with internal teams for seamless campaign execution.
4. Develop innovative sales strategies that turn insights and data into real results.
5. Develop new leads by cold calling and obtaining face to face appointments.
6. Negotiate advertising terms and conditions in consultation with Operations Manager.
7. Lead, coach and develop a small team of part-time sales personnel.
8. Developing and expanding the customer base by providing top quality customer service.
9. Maintaining strong customer retention levels.
10. Achieving and improving sales conversion rates.
11. Generating customer referrals.
12. Driving digital advertising sales.
13. Monitoring sales and revenue performance against budget.
14. Maximizing inventory utilisation.
15. Evaluating campaign performance and effectiveness.

The ideal candidate must possess the following:-

- Matric;
- An exceptional communicator and skilled negotiator.
- The ability to work independently and take initiative.
- Code 08 driver's license essential as the position will require travelling to clients.
- Computer literacy, e.g. Microsoft Windows, Microsoft Office.
- Fluency in English (understand, read and write).
- Willingness to travel for outside broadcast or remote events.

Added Advantage

- 3-year Advanced Diploma / Degree in Sales, Marketing, Media or Brand Management.
- Established relationships with ad agencies and marketing managers.
- Keen interest in the radio industry.
- Understanding of KZN's cultural landscape.
- Knowledge of the Hindi language.
- Passionate, flexible and reliable under pressure.
- A proven track record in developing sales strategies that increase revenue and build strong client relationships.

At Hindvani you will be part of a creative and engaging environment. Come vibe with us!

How to Apply:-

Send your CV, a brief covering letter together with contactable references and outlining your suitability for the job to: careers@hindvani.co.za

For more information, please visit our website www.hindvani.co.za. If you have not been contacted within 30 days from closing date, please consider your application as unsuccessful. Correspondence will be limited to candidates who meet the minimum requirements.

CLOSING DATE: 6th NOVEMBER 2026 @ 16h00

Radio Hindvani reserves the right not to make an appointment.