ASSISTANT MANAGER: RADIO & SALES ADVERT

PERMANENT POSITION

SALARY: TC (To Confirm)

Hindvani, a leading community radio station based in Chatsworth, Durban, is seeking to appoint a dynamic, results-driven, and self-motivated **Assistant Manager: Radio & Sales** to manage the broadcasting function and function as the Sales Lead to grow and manage revenue generation.

Main Purpose of Position

To provide strategic direction, guidance and management to the station in a cost-effective and efficient manner, to the satisfaction of all stakeholders, in compliance with the license conditions of Hindvani and the Hindi Shiksha Sangh mandate, in order to maximize audience and revenue opportunities.

Key Responsibilities:

- Accountable for the overall station success; and managing the station strategically and operationally in line with the Hindi Shiksha Sangh mandate for Hindvani.
- Develop, formulate and implement business plan, in order to deliver on business objectives.
- Identify and deliver to a target audience aligned to station strategy and mandate.
- Ensure development, management and implementation of a programme strategy aligned with target audience and mandate needs and requirements, in order to grow target audience and exploit opportunities to generate revenue.
- Ensure high-quality programme content.
- Develop and implement marketing strategy, in order to optimise brand awareness.
- Identify sales & marketing initiatives, in order to maximise station's revenue.
- Identify and exploit alternative revenue streams.
- Ensure efficient and effective business process and functioning of the station (develop SOPs, SLAs, etc).

- Ensure continual monitoring and managing of station performance in terms of mandate in delivering on target audience.
- Ensure compliance to corporate governance and adherence to code of conduct policies, procedures and mandate.
- Ensure optimal integration of functions and strategies, in order to achieve objectives.
- Identify new business opportunities and provide guidance and motivation of station towards new directions and developments.
- Compile and manage the cost-effective station budget.
- Ensure station stays abreast of developments, in order to maintain competitiveness and innovation.
- Evaluate all business plans in the context of station requirements and potential profitability analysis.
- Build a capable station team in the form of skilled personnel in all areas and with sound business process and workflow in place.
- Identification and utilisation of available research, in order to ensure informed decision making.
- Direct, performance manage, develop and motivate the station's volunteers and fulltime staff.
- Ensure high-quality operations for seamless broadcasting.
- Provide regular feedback and reports to the Radio Management Committee & Executive Committee of the Hindi Shiksha Sangh and station team regarding operational and strategic status of the station.
- Liaise with external and internal stakeholders, in order to ensure optimal delivery on station community mandate requirements.
- Ensure compliance with station license conditions and ICASA legislation.
- Ensure knowledge in technical elements including digitalisation of broadcasting.

The ideal candidate must possess the following:-

- Matric plus 5 years experience in the media industry.
- An exceptional communicator and skilled negotiator.
- Knowledge in Finance, Budget Management, and Business Administration.
- Excellent verbal and written communications skills.

- Code 08 driver's license essential as the position will require travelling.
- Computer literacy, e.g. Microsoft Windows, Microsoft Office.
- Willingness to travel for outside broadcast or remote events.

Added Advantage

- 3-year Bachelor's Degree in Management, Broadcasting, Sales, Marketing, Media, Communication, Journalism or Brand Management.
- Established relationships with ad agencies and marketing managers.
- Must have traceable experience in advertising or direct sales.
- The ability to work independently and take initiative.
- Marketing, Audience Engagement, and Community Relations skills.
- Understanding of KZN's cultural landscape.
- Knowledge of the Hindi language.

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: 6 November 2026 @ 16h00

Radio Hindvani reserves the right not to make an appointment.