



JOB ADVERT

KRC FM 102, the farmers' voice is a farmer-oriented radio station that is legally licensed by the Uganda Communications Commission to broadcast in the Rwenzori Region. Our purpose is to provide evidenced-based agriculture information to the farming community aimed at improving household incomes and civic competence for improved livelihoods.

In order to strengthen and sustain the delivery of this mandate, KRC FM is now advertising the following full time vacant positions.

1. RADIO BUSINESS TEAM LEADER (01 POSITION)

Job Title: Radio Business Team Leader (01 Position)
Reporting to: Head of Unit- Information Research and Communication (IRC)
Salary Scale: A9
Gross Salary: 1,336,615 UGX (Health Insurance inclusive)

JOB PURPOSE

The Business Team Leader is responsible and accountable for overall management and all station operations including programming; finance; budgeting; sales and marketing, compliance with all relevant media regulations; technical operations; facilities management; long-term planning; fund-raising; web and social media presence; public relations; and personnel, supervising staff and volunteers. Working with the team under his/her supervision, KRC management team, the Board, and the wider station audience, the Business Team Leader is responsible for monitoring and guiding the station.

SPECIFIC JOB ROLES

1) Planning and budgeting

- Forecast and develop weekly, monthly, quarterly and annual business and operational plans
- Coordinate the team to implement and review the plans
- Coordinate the development and periodic review of the radio business plan
- Participate in the
- weekly, monthly, quarterly and annual institutional meetings
- Prepare weekly, monthly and quarterly plans for KRC FM

- Taking lead in reviewing business targets to capture KRC FM monthly, quarterly, bi-annual and annual performance
- Maintain and update all station financial records, ensures proper accountability and proper management of all KRC FM assets

2) Business development and marketing

- Coordinate development of new marketable products
- Actively participate in marketing KRC FM products and services to solicit businesses from potential sponsors and clients

3) Reporting

- Coordinate weekly, monthly and quarterly reporting based on individual staff plans and targets
- Prepare weekly, monthly, quarterly and annual reports on the business, programming and technical operations of the station for submission to management

4) Monitoring and support supervision

- Supervises KRC FM technical staff and volunteers to ensure optimal staff performance
- Ensures staff discipline and enforce adherence to KRC policies, regulations and procedures
- Monitor and report managerial, programming, editorial and technical issues to the IRC Manager for timely response
- Maintain all radio files and records in a confidential manner pursuant to KRC institutional policies
- Monitor and ensure that uninterrupted 24-hour radio service
- Supervises the technician to ensure KRC FM equipment is regularly maintained

5) Networking and customer relations

- Maintain a good working relationship and collaboration with strategic and prospective clients in the private sector, civil society, government and regulatory and statutory bodies, including UCC, URA and NSSF
- Represent KRC FM at all fora as one of the primary ambassadors
- Any other task assigned by the supervisor

Qualifications, skills and experience:

- Bachelor's Degree in Business Administration or a related field
- The applicant should exhibit practical 2 plus years-experience in a similar or related field
- Having related training in marketing and business administration is an added advantage

- Good communication skills,
- Ability to multitask
- Time management and ability to meet sales targets
- Ability to solve problems
- Ability to work under pressure, self-driven under minimal supervision
- Knowledge of media production and communication
- Ability to work well with others
- Ability to sell products and services
- Good computer skills

2. PROGRAMS OFFICER (CHIEF EDITOR/NEWS ANCHOR)

Job Title: Programs Officer /Chief Editor/News Anchor
 Reporting to: Radio Business Team Leader
 Salary Scale: A10
 Gross Salary: 998,154 UGX (Health Insurance inclusive)

JOB PURPOSE

The prospective candidate for this position will ensure that shows, programs, advertising, digital content and news are appropriately scheduled and checked for quality and appropriateness.

SPECIFIC JOB ROLES:

1) Programming

- Research and creating content and program schedules
- Support supervision of presenters and news team by reviewing content and monitoring the production of content by presenters
- Assigning tasks and roles to team members
- Ensuring that the broadcast calendar is up to date and adhered to
- Managing and coordinating activities between advertising, production, planning, and editing
- Coordinate with the news team to contribute and update content for KRC FM website, and social media
- Identifying key opportunities for the radio to increase audience reach and impact
- Research and analyze listenership to guide programming and marketing
- Planning and Reporting
- Prepare and present weekly and monthly plans and reports to management to guide and improve programming
- Monitor businesses on air to ensure only paid for products are aired as per the business contract
- Engage in fundraising and resource mobilization through project concepts and proposal writing and creating linkages with potential clients

- Build capacity of staff through mentoring and guiding presenters on professional presentation and moderation of talk shows

2) Editorial and News Anchoring

- Supervise and monitor timely, quality and accurate anchoring of news bulletin as per the set traffic
- Coordinate weekly editorial planning and feedback meetings with the news team
- Liaise with Systems Administrator in ensuring relevant equipment necessary for news collection is available for field staff
- Ensure news bulletin is edited and the anchored-on time
- Compile monthly reporters' stories to enable payment for the reporters at the end of the month

6) Networking and customer relations

- Represent and publicize KRC- FM in various engagements and fora organized by KRC- FM, CSOs and Government

7) Planning and reporting

- Produce timely and accurate activity, weekly, monthly and quarterly reports on programming and editorial to the Business Team Leader
- Prepares weekly, monthly and quarterly plans on programming and editorial to the supervisor
- Any other task (s) assigned by the immediate supervisor

Qualifications, skills and experience:

- Bachelor's Degree in Mass Communication, Journalism or Media Studies
- The applicant should exhibit practical 2-3 years-experience in a similar or related field
- Good communication skills
- Ability to lead a team
- Ability to build capacity of his/her team
- Ability to multitask
- Time management and ability to meet marketing targets
- Ability to solve problems
- Ability to work under pressure, self-driven under minimal supervision
- Knowledge of media production and communication
- Ability to work well with others
- Ability to sell products and services
- Good computer skills

3. MARKETING OFFICER (01 POSITION)

Job Title: Marketing Officer (01 Position)
Reporting to: Radio Business Team Leader
Salary Scale: A10
Gross Salary: 998,154 UGX (Health Insurance inclusive)

JOB PURPOSE

The prospective candidate for this position will be responsible for selling radio airtime. He/she will pitch ideas to new clients, prepare proposals that include a variety of radio products, inform clients of the costs of products and prepare contracts for purchase of radio airtime to clients.

SPECIFIC JOB ROLES

(A) Programming

- Develop new marketable products and improve marketability and profitability of current products by researching, identifying, and capitalizing on market opportunities and improving product packaging
- Visit prospective clients to interest them in the business products and lobby for business
- Develop, update and maintain a directory of business contacts
- Develop business proposals and establish strategic business relations
- Follow-up implementation of signed business contracts
- Follow-up payments from clients/ debtors and ensure a healthy positive cash-flow

(B) Networking and customer relations

- Represent and publicize KRC- FM in various engagements and fora organized by KRC- FM, CSOs and Government

(C) Planning and reporting

- Produce weekly, monthly and quarterly analysis of the market and revenue from all corporate and local clientele
- Prepares weekly, monthly and quarterly plans on sales and marketing
- Any other task (s) assigned by the immediate supervisor

Qualifications, skills and experience:

- Bachelor's Degree or a minimum of Diploma in Business Administration or related field
- The applicant should exhibit practical 2-3 years-experience in a similar or related field

- Having related training in marketing and business administration is an added advantage
- Good communication skills,
- Ability to multitask
- Time management and ability to meet sales targets
- Ability to solve problems
- Ability to work under pressure, self-driven under minimal supervision
- Knowledge of media production and communication
- Ability to work well with others
- Ability to sell products and services
- Good computer skills

Application Closing Date

28th June, 2023 at 4.00 PM

How to Apply

Interested and qualified candidates should submit an Application Letter, CV, Valid Identification, photocopies of academic documents and three (3) referees, for personal conduct, professional conduct and the other for technical competences.

The Human Resource Office, KRC Uganda
P.O. Box 782
Plot 28, Mugurusi Road,
Fort Portal Tourism City or
By email: humanresource@krcug.org