



BUSINESS DEVELOPMENT MANAGER

Flame CCR (Christian & Community radio) (established 2000) started broadcasting on DAB+ in 2023 from central Liverpool, reaching most of Merseyside with 24x7 quality Christian radio ... **music, message and chat**. In addition to local radio, Flame CCR also goes on internet worldwide. Flame has studios in Rock Ferry (Birkenhead) and is staffed by volunteers. Expanding coverage into Merseyside means building new contacts, relationships and business; hence Flame now seeks a suitable person for one year in a paid position as **Business Development Manager**. Work can be from home with some core time in the studio, plus networking and promotional opportunities which may include evening and weekend working. It is expected that the suitable person has a personal Christian experience, plus an interest in radio. Funding at present only allows paid commitment of 12 months (from an Ofcom grant). However it is hoped that more funding will become available to further fund business development.

KEY TASKS

- Raise awareness and generate publicity for the Flame CCR Brand within its coverage area.
- publicise Flame CCR within churches and charities in the Liverpool DAB area and in local Press to increase listenership. Encourage financial support from churches and local charities.
- get individuals interested in supporting Flame CCR on a monthly basis
- arrange and organize special “open days” inviting the public to the renovated Flame CCR studios in Rock Ferry.
- obtain merchandise to raise funds for Flame CCR broadcasting on Liverpool DAB.
- get advertisers interested in advertising on Flame CCR, prepare “advertiser rate cards”. Emphasize the greater coverage and digital quality.
- interest people in the North West, but outside of Liverpool DAB coverage, to listen to Flame CCR via the internet.

WORK PLAN

- Skills needed : computer literacy, interpersonal skills, communication skills, liaison skills.
- Work independently but liaise with team presenters and programme producers. Report to station manager verbally every week, at least, and prepare a formal written report every 3 months
- Be aware of the station broadcasting schedule and the coverage area, and the website and Flame’s history
- Be willing to talk on air about the business and to represent Flame CCR in public meetings and in local networking meetings
- Start in May/June 2026 (negotiable). Work part time with defined weekly hours, home working with core time in the studio, travel to visit local organisations and individuals. Typically 18 hours/week at an hourly rate of £13.21/hour. Funding will be available for 12 months ...

PERSON PROFILE In our eyes the ideal person would be

EXPECTED ... Computer literacy (Microsoft office), including email, social media and modern communications. Ability to travel to our Rock Ferry studio and to regular meetings throughout Merseyside. A personal Christian faith.

DESIRABLE ... An understanding of local Christian and Charity activity. An interest in radio, an awareness of music and radio programmes and an enthusiasm for how Christian radio spreads the Gospel. Experience in small business (registered charity and company) operations. Ideas of how a small independent business can be developed and become self-sustaining. A proven public speaking ability both to small groups and larger audiences. Age over 21, living within Flame CCR coverage area (Merseyside) and a local knowledge of Merseyside.

APPLICATIONS ... an application form is available for personal details, plus two references (a church leader and a personal friend), This form can be obtained by email from flameccr@gmail.com. The closing date for applications is 5 pm on Friday 17th April. All applications will be acknowledged.