



## **BAUER MEDIA INVESTS IN TALENT WITH LAUNCH OF BAUER RADIO ACADEMY**

*-Bauer Radio Academy to produce best-in-class training, development and recruitment services for staff-*

*-New commercial trainer to lead training and development of local sales teams-*

Bauer Media has today announced significant investment in its staff development with the launch of the Bauer Radio Academy.

The Bauer Radio Academy will act as an umbrella brand for the training, development, recruitment and retention of Bauer Radio staff. A new Commercial Trainer role has been created as part of the Academy launch, with applications now being taken. Full details of the role, including how to apply, can be found at [www.bauermedia.co.uk](http://www.bauermedia.co.uk)

The role will be responsible for designing and delivering exceptional sales training programmes to all levels of the commercial teams working in Bauer’s market-leading local stations. The individual will also play a key role in the induction and development of new and existing sales people, as well as driving and motivating the sales staff to exceed their goals and expectations.

The new position underpins Bauer’s localness investment strategy. Its Place portfolio of stations continue to invest in locally made broadcast content, and this role further exemplifies Bauer’s commitment to training and retention of their local commercial teams. The Commercial Trainer will have a flexible national remit and location, and will report into Martin Ball, MD of Wave 105 on the south coast.

Ball said: “The benefits of consolidating our commitment to training and development are numerous, for both our own staff and our clients. The recruitment of our new Commercial Trainer is a key senior appointment, and will directly benefit our key sales people in each of our local station teams across the UK. We firmly believe that energised, impassioned staff will deliver improved longer-term client relationships and service levels – happy inspired staff equals happy customers!”

The Academy will also identify and recruit fresh talent by creating dedicated graduate trainee roles. The selection process is to begin shortly and these will be the first people to attend the training academy, benefitting from an extensive seven week programme.

Dee Ford, Group MD Bauer Radio, said: “We want Bauer to become the industry’s ‘best-in-class’ for staff training and development, so the launch of the Radio Academy is a great step in proving our long-term commitment to investing in people. With the new commercial trainer and graduate trainee positions on board, we’re confident that the higher quality output and deliverables from our local sales teams to our clients will positively impact on our revenue and share. With initiatives like the Radio Academy, Bauer is quickly carving out a reputation as a destination employer in the media industry.”

== Ends ==

**For further information, please contact:**

James Matheson, Byron McCaughey or Emma Thomas at Braben

**T: 020 7025 8021**

**E: [bauermedia@braben.co.uk](mailto:bauermedia@braben.co.uk)**

**Notes to editors:**

***About Bauer Media:***

A leading UK media group, with interests spanning magazines, radio, TV, online, live events and mobile. The company aims to connect audiences with excellent content whenever, wherever and however they want.

- Its award-winning portfolio of influential media brands includes Magic 105.4, heat, Metro Radio, Closer, Kiss, GRAZIA, EMPIRE, Q, Cool FM, KERRANG!, Radio Clyde, MCN, Key 103 and FHM: all delivering must-have entertainment and information to diverse and valuable audiences.
- Bauer Media publishes 53 leading magazine titles, over 40 of which were launched by the company.
- More than 13 million people a week listen to a Bauer Media radio station. Bauer Media is also home to the number one commercial digital station - The Hits Radio.
- Box TV, a JV between Bauer Media and Channel 4 runs seven music channels, including Smash Hits, Kerrang! Magic, Q, Kiss and the number one music TV channel - 4Music.
- Bauer Media's on-line businesses have more than 10 million users, visiting some 48 unique brand sites.

Bauer Media is a wholly owned subsidiary of Bauer Media Group, a privately owned media empire offering more than 320 magazines worldwide, as well as TV and radio stations. For more information, please visit [www.bauermedia.co.uk](http://www.bauermedia.co.uk). For subscriptions and gift ideas, please visit [www.greatmagazines.co.uk](http://www.greatmagazines.co.uk)

Further information:

Braben on 0207 025 8021 / [bauermedia@braben.co.uk](mailto:bauermedia@braben.co.uk)