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## Director, Sales, Health Care Association

ENA is looking for a motivated, energetic sales professional to join our team! The Director, Sales will play an instrumental role in leading sales efforts as well as identifying and implementing new strategic opportunities and avenues for association growth. This person will focus on proactively assisting with new business development to produce incremental revenue growth, develop and execute sales strategies and advance the organization's mission, vision, values and strategy.

### Position responsibilities include:

- Provide strategic direction and execution of sales strategy through the development of strategic sales plans, goals and team oversight to ensure annual target are achieved.
- Develops business plans for new sales initiatives, bundled sales plans, institutional sales and plans that consider product life cycles.
- Directly manage institutional sales and product lines while collaborating with department leads to develop recommendations on viability of future products.
- Develop, implement, and meet team sales forecasts and revenue goals. Holds team accountable for expected performance deliverables and monitors trends, performance and adjusts sales plans and tactics accordingly.
- Provides oversight for the association's corporate relations program, ensuring strong relationship management and consistent execution of deliverables to enhance ENA's ability to meet the needs of the emergency nursing profession.
- Monitors competitive landscape, identifies emerging markets, and develops revenue generation strategies to contribute to the financial success of the association and further ENA's growth strategy.
- Collaborates with marketing, product management and content management teams to ensure product lifecycle trends align with sales plans and strategies.
- Develops appropriate budgets to support strategic and operational plans.
- Coach, mentor and develop staff, including overseeing new employee onboarding and providing career development planning and opportunities.
- Empowers employees to take responsibility for their jobs and goals. Delegates responsibility and expects accountability and regular feedback.
- Collaborates with ENA Human Resources for the recruiting, onboarding, retention, professional development and performance management of staff.
- Contributes to the workplace culture that is consistent with the association's culture statement and emphasizes the mission, vision and values of the organization.
- Displays a high level of accountability, taking responsibility for individual actions and the impact on the organization. Views oneself as a reflection of the organization by following through on commitments and accepting ownership.
- Performs additional related duties as required or assigned.

**The ideal candidate will have the following requirements and demonstrated experience:**

- Bachelor's degree in business, communications or related field
- 8-10 years of progressive sales leadership experience,
- Demonstrated experience in developing business plans, sales strategies, and project plans
- Excellent organizational skills, with ability to work independently on assigned tasks
- Self-starter, team-oriented, and ability to work independently
- Knowledge of sales principles and experienced in B2B selling
- Strong baseline of financial acumen, including ability to conduct financial analysis, sales forecasting, and budget management
- Excellent collaborative communication and interpersonal skills
- Ability to effectively manage projects through the application of critical thinking, short- and long-term planning, business and strategic planning skills
- Ability to prioritize multiple and varied tasks within established deadlines
- Ability to exercise a high level of discretion and independent judgment
- Computer proficiency in Word; data base systems including Access and Excel; Power Point
- Ability to interface with staff, board and external relationships in a professional manner, including a demonstrated commitment to customer service

ENA offers a collaborative team environment, great benefits, including a robust 401(k), work at home opportunities and more. At ENA, your work helps emergency nurses excel.

**To formally apply please submit your cover letter and resume to [Jobs@ena.org](mailto:Jobs@ena.org)**

*We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.*