



ENA Open Position

Position Title: Sponsorship Sales Manager
Department: Development
Reports to: Director, Business Development
Supervises: None

GENERAL SUMMARY

The Sponsorship Sales Manager will be responsible for developing new sponsorship opportunities and securing corporate partners for conference and year-round support that will enhance ENA's ability to meet the needs of the emergency nursing profession.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Manage and lead ENA's sponsorship business from inception to fulfillment that will enhance the ENA member experience and provide value to the profession of emergency nursing.
2. Work with corporate marketing and clinical education contacts to develop engaging networking opportunities, informative educational presentations and hands-on simulations opportunities for conferences and year-round initiatives.
3. Serve as the liaison for the outsourced exhibits sales team and the contact for the ENA meetings management team to ensure revenue growth and excellence in fulfillment.
4. Develop and maintain a high level of understanding about ENA, emergency nursing conferences, benchmark associations and the emergency care market.
5. Develop and maintain corporate relationships throughout year that will lead to increased exhibit space and renewal rates, high levels of sponsorship engagement and renewal rates, and improvements in the ENA member experience.
6. Work closely with marketing colleagues to develop useful webinars, PowerPoint presentations and other persuasive sales tools that can enhance our customer's ability to generate strong ROI through ENA sponsorship.
7. Maintain accurate client records in CRM; and that documentation is complete through to finance.
8. Collaborate with Director, Business Development and other key departments within ENA to keep them informed about exhibit and sponsorship developments; prepare Power Point presentations for staff as required.
9. Work with Director on key aspects of planning, budgeting and development.
10. Contributes to the workplace culture that is consistent with the association's culture statement and emphasizes the mission, vision and values of the organization.

11. 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.
12. Performs other special projects and provides general assistance as required or assigned.

QUALIFICATIONS

Required

- Bachelor's degree
- 5+ years of experience in sales; preferably exhibit space and sponsorships
- Persuasive, consultative selling style; goal oriented and motivated to succeed

Desired

- Association experience

KNOWLEDGE, SKILLS, AND ABILITIES

Required

- Demonstrated commitment to the mission, values and work of an association relevant personal leadership skills
- Knowledge of exhibits, conferences and sponsorship concepts.
- Knowledge of sales principles
- Excellent collaborative communication, relationship building and interpersonal skills, and presentation skills
- Excellent organizational skills, including ability to prioritize multiple and varied tasks within established deadlines
- Detail oriented
- Self-starter, team-oriented, and ability to work independently
- Computer proficiency in Word; data base systems including Access and Excel; Power Point, and comfortable with CRM systems
- Ability to interface with staff, clients and potential clients in a professional manner

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate verbally and in writing in an exchange of information; collect, compile and prepare work documents; set-up and maintain work files. (Occasional day and overnight travel by air and/or automobile may be required. Travel is approximately 10-15 days/year. Travel includes two conferences and a possible additional 1-2 day.) Use of the computer, with repetitive motion, is approximately 90%. More detail is available from Human Resources.

WORKING CONDITIONS

Majority of work is performed in a general office environment. (Position occasionally requires availability for extended hours with advance notice, to perform job duties. That budgeted overtime is paid for hours greater than 40/week.)

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right

of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.