

PPAI JOB DESCRIPTION

Revised: 1-31-2022

Business Development, Major Account Manager

The Business Development, Major Account Manager manages the relationships with the members, in relation to their business relationship with the Association, assisting them in their purchasing of tradeshow booths, sponsorships and advertising, publications advertising and sponsorship revenue for association events.

Reporting Structure

Title of reporting manager: Sales Manager
Department: Business Development

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Position must work from HQ location: Yes

Job Description

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties

1. Sell tradeshow booths, sponsorships and advertising, publications advertising and sponsorship revenue for association events.
2. Provide a high level of customer service to existing members and potential new members
3. Develop new business by identifying emerging markets to target prospects
4. Respond to and follow up on inquiries and leads in a timely manner
5. Represent Association to its members and prospects in multiple venues, including industry tradeshows.
6. Maintain ACT! Database by updating member records, entering lead information and documenting sales communications.
7. Develop new revenue generating sponsorships, advertising and ancillary products.
8. Track results and initiate actions that help Business Development Department achieve its revenue goals.
9. Be a resource and leader for Account Managers in Business Development
10. Active participation in the booth space assignment process

Secondary Responsibilities

1. Additional responsibilities as identified by Sales Manager, Business Development

Association Wide Responsibilities & Values

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

School/Certification Authority	Degree/ Certification	Major/ Minor
College: Preferred	BA/BS	Business related field
Industry Certification: Desired		Related field

Experience Requirements

Type of Work	Years of experience	Depth of Experience
Inside phone sales	5+ Years	High
Proven sales ability	5+ Years	High
Customer Service	5+ Years	High

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Experience in CRM	5+ Years	High
Effective written & verbal communication skills	5+ Years	High
Highly organized and attention to detail	5+ Years	High
Experience in M-S Office	5+ Years	High
Relationship building	5+ Years	High

Physical Requirements

- *Sitting: Up to 8 hours per day in office / 0% at shows
- *Standing: Minimum 4 hours (tradeshow related) / 100% on show
- *Lifting: 25 pounds (tradeshow related)
- *Pushing/Pulling: 25 pounds (tradeshow related)
- *Bending/Stooping: 25 pounds (tradeshow related)
- *Extended work hours, extended weeks (endurance requirement):
Some weekends (tradeshow related) yes

Work Environment

- *Office environment: Yes

*Trade shows floor or event venues:

Travel multiple days per trip, up to 40% (shows – client visits)

*Temperature controlled environment: Yes

* Travel: Must be able to travel: Yes, see above