

## POSITION DESCRIPTION

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**Position:** Manager, Membership & Market Development

**Accountability:** Director, Market Development

**Salary Range:** \$55,000 - \$74,000

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### Position Summary

The Manager is responsible for the execution of an integrated revenue strategy for the Association including membership recruitment and retention.

### Position Responsibilities

- Work with the Director, Market Development and the other Manager, Membership and Market Development to execute sales strategies to achieve goals for member recruitment, member retention, convention sponsorship, exhibit booth sales, co-exhibit sales, new product showcase sales, convention registration and ticket sales, and other sponsorship opportunities.
- Execution of sales strategies may include:
  - Renew existing trade show exhibitors
  - Recruit new trade show exhibitors
  - Recruit and develop new product show case
  - Renew existing Convention and Trade Show sponsors
  - Recruit and develop new Convention and Trade Show sponsors
  - Retain and recruit new members
- Achieve annual sales goals.
- Maintain member records in CRM database including any changes or updates.
- Develop and maintain effective relationships with key internal and external stakeholders
- Travel as required
- Other duties as assigned

### Education:

- University or college degree in related field.

### Languages:

- Fluently bilingual.

**Experience:**

- 3-5 years sales/business development experience.
- Experience in event recruitment would be considered an asset.

**Skills:**

- Exceptional verbal and written communications skills.
- Self- motivated and ability to work independently and collaboratively in a team environment
- Exceptional interpersonal and communication skills with an emphasis on ability to build long-term member relationships.
- Proficient computer skills (MS Office suite, sales management databases)