



POSITION DESCRIPTION

Position: Inside Sales Support, Membership & Market Development

Accountability: Director, Market Development

Salary Range: \$40,000 - \$60,000

Position Summary

The Inside Sales Support is responsible for the assisting in 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 Manager, Membership and Market Development to support achieving 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:
 - Supporting existing trade show exhibitors
 - Supporting new trade show exhibitors
 - Follow up with new product show case exhibitors as required
 - Support existing Convention and Trade Show sponsors
 - Developing new Convention and Trade Show sponsors
 - Support retention of new and existing members
- Work as part of the team to 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:

- Secondary School Diploma or Post-Secondary College education (Certificate/Diploma) in Business Administration or related field.

Languages:

- Fluently bilingual.

Experience:

- Minimum two (2) years in a sales support role.
- B2B sales experience an asset
- Experience in event recruitment/sponsorship 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 support building long-term member relationships.
- Proficient computer skills (MS Office suite, sales management databases)
- CRM experience is considered an asset but not required