

The role of the Sales Manager is to grow the membership of the Association through recruitment and retention, sell services and to assist the Director of Member Services with the activities of the department. This position staffs Committees and Councils as they relate to events assigned and those assigned by the Director of Member Services.

The Sales Manager is expected to have general working knowledge of the housing and building industry including issues and market conditions. This position must have an understanding of and appreciation for organizational structure and functions of a not-for-profit, member trade association.

This position works in concert with the Director of Member Services with membership recruitment and retention as well as event management.

This position reports directly to the Director of Member Services.

Specific Responsibilities:

Recruitment and retention of members. Contacts non-member companies to recruit them to join the HBA; contacts current members to ensure that the HBA is meeting their needs and gets them to renew their membership.

Sell services to members and non-members.

- **Sponsorships:** Retains, elevates and recruits sponsors for all HBA events and Signature Member Sponsors. Designs, prices and executes sponsorship packages. Applicable to HBA Members.
- **Advertising.** Retains, elevates and recruits advertisers for regular publications and special publications. Designs, prices and executes advertising packages. Applicable to HBA Members and non-Members.

Management and recruitment of Committees and Councils Experience with handling councils/committees and the ability to understand the nuances and sensitivities of volunteer leadership and membership. Assures successful meetings by monitoring meeting times, agendas, notifications and supporting information are completed in a timely manner.

- **Event Management.** Assist with the organization and execution of events and programs related to committees / councils.
 - Trap Shoot
 - Poker Run
 - Grill n Chili Round Up

Assist Director of Member Services as assigned. Assist with execution of HBA events as needed. This may include:

- Holiday Party
- Annual Awards Banquet
- Annual Membership Reception (Board Elections & Installation)
- Parade of Homes
- Home & Garden Show(s)
- Others as requested

Qualities & Characteristics necessary for superb performance

- Strong sales experience. Cold calling is required.
- Strong and effective written, oral and presentation skills. Must be able to speak authoritatively, make strong presentations and develop materials needed to sell memberships and services.
- Personable "people person" with solid diplomacy skills to resolve the typical, common and inevitable misunderstandings and conflicts between members, public and staff.
- The ability to anticipate and otherwise immediately identify issues and properly address them before they become significant problems.
- Experience with handling councils/committees and the ability to understand the nuances and sensitivities of volunteer leadership and membership.
- Superior research, communication and interpersonal skills
- Ability to manage and prioritize multiple tasks/issues
- Understand and works to forward the mission of the Association.
- Understands current issues and market conditions of the industry.
- Experience in volunteer management and motivation, preferably in a non-profit trade association or similar environment.
- Proven ability to develop and implement strategies and use creative problem solving to address complex issues.
- Have an appearance/attitude that represents HBA in a professional manner and that is respected by those in support of our issues as well as those in opposition.
- Flexible schedule is needed; evening and weekend work will be a requirement in addition to normal business hours.
- Able to achieve objectives in cooperation with other staff, committees, and members.
- Leverage social media activities to promote the HBA and HBA Members.

Performance Criteria:

- Work with the assigned Chairs to manage the affairs of the Committee/Council.
- Set the agenda, reports, report actions, etc. for assigned Committees/Councils.
- Ability to identify opportunities to develop and enhance events year after year
- Ability to identify, recruit and increase large and small sponsors year after year.
- Ability to work in concert with other departments of the association to assist in achieving association goals and objectives.
- Clear understanding of how market affects industry events and project budgets accordingly
- Develop communication strategy and plan to effectively communicate important information to HBA staff, the membership at large and target markets for each of the events assigned.
- Self-directed and ability to work independently
- Adhere to the Associations Personal Policy manual and office procedures.

Experience / Education:

3-5 years of sales experience

Event Planning / Management experience

Equivalent job experience will be considered

Compensation

Base Pay plus generous commission structure

Benefits