



## POSITION DESCRIPTION

**POSITION:** Manager, Strategic Partnerships

**DEPARTMENT:** Strategic Partnerships, Social Impact & Education

**CLASSIFICATION:** Full-time, salary range of \$50,000-\$61,000, exempt

### **ABOUT SHAPE AMERICA:**

SHAPE America – Society of Health and Physical Educators serves as the voice for 200,000+ health and physical education professionals across the United States. The organization’s extensive community includes a diverse membership of health and physical educators, as well as advocates, supporters, and 50+ state affiliate organizations.

Since its founding in 1885, the organization has defined excellence in physical education. For decades, SHAPE America’s **National Standards for K-12 Physical Education** have served as the foundation for well-designed physical education programs across the country. Additionally, the organization helped develop and owns the **National Health Education Standards**.

SHAPE America provides programs, resources and advocacy that support an inclusive, active and healthier school culture, and the organization’s newest program — **health. moves. minds.**<sup>®</sup> — helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally.

### **SUMMARY:**

This position is responsible for developing and maintaining relationships with industry partners in order to introduce them to the marketing and promotional opportunities available through SHAPE America’s National Convention, year-round membership, and advertising opportunities, and building strategic partnerships. The dual objectives of this position are 1) generating non-dues revenue through exhibits and advertising sales, as well as the Partners for Active and Healthy Children membership program, and 2) serving as the key fulfillment point of contact to coordinate and manage the deliverables of all new and existing memberships, advertising and exhibit sales.

### **SUPERVISION:**

Reports to the Vice President, Strategic Partnerships, Social Impact & Education.

## **NATURE AND SCOPE OF WORK:**

### **Operational Duties and Responsibilities**

- Work with all departments to become knowledgeable in all SHAPE America programs, initiatives and services that have an advertising or exhibits component in order to effectively and persuasively target the value proposition of our offerings to the right prospective buyer profile.
- Serve as first point of contact for all inbound inquiries related to exhibits, advertising, and corporate membership. Respond to inquiries with empathy and urgency and perform active follow-up to ensure customer satisfaction.
- Maintain accurate records and sales activity in database (currently eShow, Airtable and iMIS).
- Assist the Vice President in managing the exhibit show rules, floor plan development, exhibit operations, exhibitor communication, vendor relationships, service kit development, sales contracts, invoicing and exhibitor agreements and registration.
- Liaise with other departments to maintain knowledge of convention timelines and year-round advertising deliverable deadlines and ensure contracted deliverables are met by all associated parties.
- Represent SHAPE America during the SHAPE America National Convention & Expo and other events. Assist at all exhibits events to deliver customer service and retain or increase event investment moving forward. Maintain a professional demeanor whenever representing SHAPE America internally or externally.
- Prepare post-event and year-end reports detailing results and achievement of established exhibit and advertising revenue goals. Communicate overall results of exhibitor and advertiser investments as part of ongoing stewardship plan.
- Maintain working knowledge of current non-profit advertising, membership and exhibit sales trends.

### **Sales Duties and Responsibilities**

- In consultation with the Vice President, set and achieve revenue goals for Partners for Active and Healthy Children membership, exhibit sales and year-round advertising.
- Utilize telephone/virtual platform solicitation, electronic and written correspondence as tools to reach and exceed budgeted revenue targets.
- In collaboration with Marketing and the Vice President, prepare promotional materials such as a prospectus, sales website/platform and media kit.
- Maintain and update current sales opportunities on the SHAPE America website.
- Research, develop and cultivate a list of potential exhibitors for the SHAPE America National Convention & Expo and other events, as well as prospects for year-round advertising and membership.
- Identify and develop retention strategies with existing customers and exhibitors.

**QUALIFICATIONS:**

Bachelor's degree in business or related field, or four years of additional relevant professional-level work experience may be substituted in lieu of a bachelor's degree. Minimum 4 years' experience in business development or related sales required; association experience preferred. Excellent knowledge of a variety of software including MS Word, MS Excel, MS PowerPoint, are necessary. Willingness to learn new systems and software, including iMIS, eShow and Airtable, is required. Basic knowledge of income/expense accounting is required. Demonstrated ability to communicate customer needs and resolve issues. Proven ability to effectively present information both electronically and in person and respond to questions from exhibitors, advertisers, members, and the public. Ability to negotiate on behalf of SHAPE America to achieve maximum benefits. Ability to meet multiple deadlines, coordinate details and work independently. Strong negotiation skills, communication skills and customer service orientation.

**LOCATION:**

SHAPE America is a fully remote organization. Less than 10% travel for the annual SHAPE America National Convention & Expo and other events, as necessary.

**SCHEDULE:**

Monday – Friday, 37.5 hours per week (Exempt)

**HOW TO APPLY:**

Please send a cover letter and resume to [HR@shapeamerica.org](mailto:HR@shapeamerica.org). Include specific software/applications in which you have proficiency and your salary requirements in the body of your cover letter.

*SHAPE America is wholly dedicated to recruiting, developing, and retaining a diverse group of talented people. We are committed to provide equal opportunities to all employees and applicants without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, gender identity, or other protected criteria, in accordance with applicable law.*