



POSITION DESCRIPTION

POSITION: Manager, Advertising and Exhibit Sales

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.®** – helps teachers and schools incorporate social and emotional learning so students can thrive physically and emotionally.

SUMMARY:

This position is responsible for exhibit sales and services for the SHAPE America National Convention & Expo; advertising sales and services associated with SHAPE America’s various publications, digital platforms, and events; and recruitment and renewal for SHAPE America Corporate Membership. As an organizational team member, the manager contributes to the implementation of SHAPE America strategic goals and objectives and uses sound judgement to plan and accomplish goals.

This position is part of the Strategic Partnerships, Social Impact & Education team responsible for all activities related to providing excellent customer service and driving non-dues revenue producing opportunities for SHAPE America. As part of a dynamic team, this position is responsible for revenue goals on existing opportunities, as well as new sales opportunities that may be identified.

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 SHAPE America Corporate Membership. Create and maintain impeccable customer relationships, including identifying customer needs and responding creatively, listening to information, asking questions, and applying knowledge to determine solutions.
- Support SHAPE America's customer service efforts by supporting exhibitors, advertisers and corporate members with customer service inquiries, welcome letters, deadline reminders, forms collection, invoicing and payment collection, etc., ensuring excellent customer service, quality control, and consistency of experience. To include management of exhibitor services and advertising email inboxes.
- 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, vendor relationships, service kit development, registration, and testing of the exhibit sales platform.
- 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. Work with appropriate staff to evaluate current offerings, ensuring continual improvement and quality customer service.
- Provide sales support for new growth initiatives as needed.

Sales Duties and Responsibilities

- In consultation with the Vice President, set and achieve revenue goals for SHAPE America Corporate 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 and the sales site for the SHAPE America National Convention & Expo (current eShow).
- 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 exhibit and/or advertising sales 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 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 to 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)

BENEFITS:

SHAPE America offers competitive benefits, including paid holidays, annual sick leave, company paid health insurance, matching 403(b) plan, and more.

HOW TO APPLY:

Please submit a cover letter and resume at www.shapeamerica.org/apply. 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.