



International Conference Services Ltd.

JOB DESCRIPTION

JOB TITLE: Sponsorship & Exhibit Sales Manager

SHIFT: Mon. - Friday, 8:00 a.m. - 5:00 p.m. (One hour lunch)
LOCATION: #2101 - 1177 West Hastings Street, Vancouver, BC
REPORTS TO: Director of Strategic Partnerships & Assigned Conference Managers
START DATE: June 1, 2010

SUMMARY:

The Sponsorship & Exhibit Sales Manager (The Manager) is responsible for raising money through the sale of sponsorship packages for conferences by targeting various companies, organizations and associations. The Manager creates sponsorship and exhibitor packages according to client specification. The Manager attends weekly company meetings, sales update meetings and conference planning meetings as required.

ESSENTIAL DUTIES AND RESPONSIBILITIES (other duties may be assigned):

- Utilize telephone solicitation, electronic and written correspondence and face-to-face meetings as tools in order to reach and exceed the budgeted sponsorship target for each conference;
- Research and develop a list of potential sponsors for each conference;
- Research and develop a list of potential exhibitors when required;
- Develop and maintain relationships with existing and potential sponsorship clients and exhibitors;
- Keep precise records of conversations with all clients, sponsors and exhibitors;
- Update the company Maximizer database as required;
- Invoice sponsors and exhibitors once agreements have been reached;
- Coordinate various services for clients;
- Assist in preparing promotional material to advertise sales opportunities;
- Maintain knowledge of conference timelines and sponsorship deadlines;
- Delegate administrative functions to assistants where possible;
- Meet with trade and professional organizations and other groups to organize, promote and discuss ICS conference / trade show services; and
- Professionally represent ICS at all times.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in this job description are representative of the knowledge, continuous proactive skill and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General qualification requirements include:

Ability to communicate customer needs and resolve issues independently. Ability to establish and master goals. Ability to identify and develop accounts. Ability to act independently with minimal or no supervision.

EDUCATION AND/OR EXPERIENCE:

Business Administration or equivalent degree, with 2-4 years experience in corporate sales. A reasonable combination of education and experience will also be considered.

LANGUAGE SKILLS:

Ability to read, analyze, and interpret general business materials, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, procedure manuals, proposals and grant submissions. Ability to effectively present information both electronically and in person and respond to questions from clients, customers and the general public.

MATHEMATICAL SKILLS:

Ability to calculate figures and amounts such as discounts, interest, commissions. Ability to apply mathematical concepts to understand financial statements, budgets and cash flow.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form. Ability to effectively plan sales strategy. Ability to negotiate on behalf of both the client and ICS to achieve maximum benefit for both parties.

OTHER SKILLS AND ABILITIES:

This position is suited to a self-motivated, professional person who can confidently work with a variety of people from different cultures and backgrounds. Diplomacy, tact and a sense of humour are important to the success of this person. This position requires a driver's license.

TECHNICAL SKILLS:

Excellent knowledge of a variety of sales and presentation software packages including Maximizer, Microsoft Word, Excel and PowerPoint are a must. A minimum typing speed of 50 words per minute is expected. The successful candidate will have a willingness to learn new software systems. Familiarity with a multi-line phone system.