



JOB DESCRIPTION

TITLE: Sponsorship Sales & Event Coordinator

Department:	Executive/Business Development
FLSA Status:	X Exempt <input type="checkbox"/> Non-Exempt
Reports To:	Executive Director
Supervises:	N/A

SUMMARY

The Sponsorship Sales & Event Coordinator will function as a key member of an established and growing nonprofit organization dedicated to serving government and civic organizations with educational events and program coordination. This dynamic, full-time, entry-level position will assist with the solicitation and sales of event sponsors and exhibitors as well as coordinate the operations and logistics of tradeshow, expos, and other related special events. The Sponsorship Sales & Event Coordinator reports directly to the Executive Director, but will work in collaboration with other team members.

The ideal candidate is civic-minded, has an entrepreneurial and innovative spirit, is curious and tenacious and thrives in a fast-paced environment. S/he can effectively manage several, simultaneous multi-faceted priorities, while at the same time demonstrates excellent customer service and communication skills. This challenging and rewarding role requires a mix of big picture-thinking and detailed project planning, strong interpersonal and collaborative skills as well as the ability to work independently.

PRIMARY RESPONSIBILITIES

- Conduct market research to develop and/or update event-specific sponsor/exhibitor prospect lists
- Set-up and maintain customer relationship management database to keep accurate/timely records of conversations with all sponsors, exhibitors and event funders
- Assist the Executive Director in the development of sponsor/exhibitor packages, including developing price points and value-added benefits
- Develop and disseminate mass marketing emails and social media content to promote sponsor & exhibitor opportunities
- Assist the Executive Director with personal outreach/solicitation of sponsors, exhibitors and funders as requested to help ensure exhibitor sales goals are achieved
- After sale is confirmed, serve as primary contact for exhibitors, sponsors and funders to field questions and provide all instructional/operational information, including how to register, participation guidelines, shipping instructions, etc.
- Provide progress/activity reports to internal clients (executive director and/or event managers) and external clients as requested
- Coordinate with marketing & communications and event management staff to ensure fulfillment of all sponsor/exhibitor benefits (i.e. advertising, speaking opportunities, workshop session presentations, etc.)

- Working closely with event management staff, coordinate and implement all logistics/operations details for tradeshow and tradeshow special events including booth layout and assignments, sponsor/exhibitor confirmation and set-up information, themes/entertainment and technology/set-up requirements
- Assist with the development and management of budgets for tradeshow and other assigned special events, utilizing available resources appropriately and ensuring stated net revenue goals are met
- Coordinate with registration and event operations staff to ensure sponsor/exhibitor head counts, name badges and other onsite materials are accurate and available onsite as needed
- Oversee onsite tradeshow setup, check-in, show and post-show activities, ensuring all tradeshow participants have a positive experience
- Develop and disseminate post-event evaluation tools and process to determine the effectiveness and success of the tradeshow or special event
- Disseminate, compile, analyze and report on results from event evaluation tools
- Maintain outreach and positive working relationships with existing and potential exhibitors, sponsors and funders
- Create final reports of assigned events to include a summary of event data (attendee, financial, etc.), lessons learned and recommendations for continuous improvement
- Participate in internal project/event team reviews to discuss and assess project planning, management and implementation and document lessons learned
- Support registration and accounting staff in ensuring all sponsor/exhibitor funds are received.

SECONDARY RESPONSIBILITIES

- Stay abreast of developments in topic areas related to assigned events and programs through research and learning opportunities
- Participate in internal team meetings and support the overall event planning and management process
- Attend external client planning meetings as requested
- Represent GTS Educational Events at marketing/outreach events and presentations

JOB SPECIFICATIONS

Desired Education and Experience

- Degree or certification in business management, marketing/communications and/or event planning/management; or a combination of education and relevant work experience to total 5 years
- Minimum 1 year in a sales or sales support position
- Minimum 1 year coordinating or supporting conferences, tradeshow, expos or similar program events
- Preferred experience using CRM software, email marketing platform, and project management software, event mobile applications, etc.

Knowledge, Skills and Abilities

- Proficiency with Microsoft Office products, including Excel, Word, Outlook
- Ability to innovate and learn new systems, technology and tools quickly
- Ability to think and act like an entrepreneur.
- Ability to be resourceful, obtaining and learning information needed to do the job from all relevant sources
- Excellent attention to detail, high level of accuracy and good proofing skills
- Highly organized, able to prioritize and manage time effectively
- Ability to be flexible, manage change and stay calm under pressure
- Ability to clearly communicate and present ideas effectively to other staff, clients, customers, participants, etc., both verbally and in writing
- Ability to work independently and with direction

- Ability to develop and maintain positive, effective working relationships with other staff, clients and the general public
- Knowledge of principles and practices involved in event planning, management, promotions and communications
- Ability to attend events/conferences with early morning hours and long days including some overnight travel.

ORGANIZATION EXPECTATIONS

- Adhere to all GTS Educational Events policies and procedures
- Maintain absolute confidentiality of all information pertaining to staff, clients, participants, stakeholders and partners
- Display a positive and professional image and attitude in all relationships with staff, clients, participants, stakeholders and partners
- Serve as an ambassador for GTS Educational Events at all times
- Demonstrate ongoing commitment to and responsibility for ongoing self-education

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB

- Be indoors, sitting at a desk for the majority of the day
- Travel to/from event sites (primarily local, some outstate); must have driver's license and access to a car
- Must be able to pack, lift, and transport program equipment and materials to and from programs
- Must be able to set-up rooms for meetings if necessary – move some tables and chairs, set-up equipment
- Must be able to lift up to 10 pounds on a regular basis; up to 30 pounds occasionally

TOOLS AND EQUIPMENT USED

- Operate standard office equipment (phones, personal computer, copier, printer, etc.)
- Use personal smart phone for remote connectivity (email, phone, voicemail)

WORK ENVIRONMENT

- Small, fast-paced and collaborative team environment in St. Paul, Minnesota

COMPENSATION

Competitive salary and benefits packaged offered, including generous paid time off, health reimbursement account contribution, retirement contribution and employee gain sharing program. Salary dependent on qualifications.

HOW TO APPLY

Send cover letter with salary expectations and resume to gts@mngts.org. Coverletter should highlight alignment between applicant's experience, skills and attributes and the job description.