



# American Staffing Association

**Position Title:** Senior Manager, Supplier Relations

**Supervisor:** Director, Supplier Relations

## **Position Summary:**

The senior manager provides high level customer service to corporate allies and industry solutions providers, including associate members, advertisers, exhibitors, sponsors, and partners. This position principally sells and supports exhibit space and sponsorships available at all ASA events and sells print and digital advertising on a case-by-case basis. The senior manager also supports our corporate partners, ensuring that the association fulfills its contractual obligations to these high-level “investors” in ASA and the staffing industry. The senior manager develops member benefits to help attract and retain industry solutions providers as associate members and helps create and maintain database information on associate members and prospects.

## **Qualifications:**

Minimum of seven years of high-level customer service experience in sales and marketing. Demonstrates ability to multitask and thrive in a fast-paced environment. Requires excellent written, telephone, and interpersonal communication skills and the ability to manage multiple tasks, prioritize assignments, and meet deadlines. Must be detail-oriented, self-directed yet team-oriented, and capable of interacting with high-profile corporate executives. Must have excellent computer skills, particularly in Microsoft Word and Excel; Fonteva and Salesforce experience preferred. BS or related degree required.

## **Principal Duties**

### **1. Sales and Support**

- Works with director on sales of exhibit space and sponsorships at Staffing World and Staffing Law Conference, and on development of assets and campaigns to increase sales revenue
- Develops sponsorship programs and is the lead for sponsorship sales and implementation for all events
- Delivers superior customer service to advertisers, exhibitors, sponsors, and corporate partners
- Serves as the central point of contact for the data entry, record keeping, billing, scheduling, and transmittal of all exhibit materials delivered to clients, printers, designers, and internal staff
- Organizes promotional campaigns and provides support in prospect research and proposal development for exhibits and sponsorships
- Manages corporate partner communications, both as clients and as agent
- Manages and supervises content of Industry Solutions Provider section of the ASA website with the advertising manager.

- Manages online floor plan for Staffing World
- Manages exhibitor rebook office at Staffing World
- Manages all sponsor fulfillment, internally and externally, including agreements, graphics, and logistics for Staffing World, ASA Staffing Law Conference, ASA Staffing Connect and State Networks
- Drafts exhibit-related forms, including contracts, listing details, order forms, etc., ensuring that copy follows ASA style
- Drafts and executes exhibit sales promotions
- Ensures that all exhibit activities comply with ASA marketing policies, procedures, and best practices
- Maintains database on prospective exhibitors and sponsors
- Provides support, as needed, in advertising fulfillment and tracking regarding mass mailings, monitoring sales email inbox, and other communications projects

## **2. Corporate Partners**

- Delivers superior customer service with high level executives of corporate partner companies
- Assists director with development of annual plans for each partner
- Produces monthly reports and executes monthly calls for each partner to highlight accomplishments and discuss upcoming events and deadlines
- Advises partners on maximizing the value of their benefits and ensures ASA executes its obligations
- Manages VIP calendar of events and reminders associated with those events
- Creates and updates partner activation tracking systems and materials

## **3. Associate Members**

- Aids in recruitment, retention, and servicing of associate members
- Oversees management of database on exhibit and sponsorship companies current business activity with ASA with the expo coordinator
- Ensures exhibiting companies are members if appropriate. Sells them on membership when appropriate.
- Develops community building programs and services to enhance engagement of exhibitors, sponsors, and partners.