



# AMERICAN ACADEMY OF OTOLARYNGOLOGY- HEAD AND NECK SURGERY

## Job Description for:

*Manager, Corporate Development  
Global Education, Meetings and Strategic Partnerships Business Unit  
Exempt*

## Reporting Structure

.....

The Manager, Corporate Development reports to the Senior Director, Global Education, Meetings, and Strategic Partnerships

## Qualifications

.....

Bachelor's degree and/or relevant experience plus a minimum of two years B2B sales, preferably selling a service or other intangible product. Aggressive go-getter with a hunter mentality to pursue new business. Medical association experience a plus. Exhibits a proven track record in sales and services with a strong knowledge foundation and ability to identify new markets and prospects. Ability to maintain quality standards and meet deadlines in a fast-paced setting. Ability to operate effectively both independently and within a team environment. Must have excellent organizational, interpersonal, written and oral communications skills. Working knowledge of PC-based applications such as Microsoft Outlook, Word, Excel, and PowerPoint required. Knowledge of or ability to learn technology solutions including CRM, floorplan management system, and membership database. Occasional travel is required.

## Key Responsibilities

.....

- Be the primary face of the Academy out to industry, selling all products AAO-HNSF has to offer, including the AAO-HNSF Annual Meeting & OTO Experience<sup>SM</sup> as well as the Corporate Champions Program.
- Consult on packages for industry that may involve sponsorships, advertising, access to our patient database registry, and several other year-round engagement programs.
- Manage and maintain systems and processes for management of exhibitions including priority points system and exhibit rules and regulations. Continually evaluate and improve policies, processes, and systems.
- Manage and maintain the exhibit databases – Salesforce, iMIS and floorplan management software. Track exhibitors, prospective exhibitors, non-profits, and meetings department vendors.
- Responsible for our corporate partner customer service.
- Participate in cross-functional corporate team and liaison with other Academy staff in support of corporate partners and participate as necessary in corporate account management discussions, vendor visits and sponsorship management.

## Specific Duties

.....

- Manage all aspects of exhibit and sponsorship sales, including prospecting, account management, reporting, strategic planning, and recommending innovative concepts.
- Makes sales calls and sends e-mails for exhibit and sponsorship sales and responds to exhibitor inquiries via telephone and e-mail for Annual Meeting and other meetings as needed.
- Proactively seeks out new prospects for the OTO Experience, as well as other Academy initiative as appropriate.
- Support the Strategic Partnership team with corporate development insights for engagement packages where exhibits and sponsorships are included.

- Maintains accurate records of calls, emails, sales activity, and pipeline of prospects in CRM.
- Build industry knowledge through online research and reading related publications.
- Manage and communicate information to the Exhibitor Advisory Board
- Provide all meeting specifications requirements under area of responsibility to the Senior Manager, Meetings Operations by the assigned deadlines. Assist with development of Annual Meeting mobile application and Annual Meeting website.
- Benchmark other related medical association's rules and regulations, pricing models, and stay informed of recommendations from IAEE, PCMA, HCEA, and CEIR.
- Assign exhibit space, receives, and processes space applications and payments.
- Ensure proper booth assignment based on exhibitor's request, priority points and competitor's placement.
- Assist with the preparation of the annual budget, including projected exhibit sales and projections. Develop and maintain sales/variance reports and prepare written reports, including sales history.
- Develop and implement procedures to survey and evaluate exhibitor satisfaction and provide written analysis of evaluations.
- Assist with creating the Exhibitor Prospectus. Assemble the content, write the text, and compile the data for the promotion of the OTO Experience.
- Assist with onsite sales for future shows including management of priority point system.
- Facilitates Exhibitor's Managers Meeting during the Annual Meeting.
- Requests, collects, and enforces 100% compliance that all exhibitors and I&D companies must provide a certificate of insurance as defined in our rules and regulations.
- Provide the Senior Director, Global Education, Meetings, and Strategic Partnerships with weekly, quarterly, and annual reports related to all fiscal aspects of the OTO Experience.
- Advise Annual Meeting vendors on exhibitor cancellations, changes, and additions.
- Develop and maintain SOPs for areas of responsibility.
- Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing.
- Attend annual professional development conference and/or other related conferences as needed from direction of the Senior Director, Global Education, Meetings, and Strategic Partnerships.
- May participate on an internal team, either through formal assignment, or on an ad hoc basis.
- Consistently demonstrate courteous, cooperative and helpful behavior to all contacts, internal and external.

**Compensation:** Base salary commensurate with experience plus incentive commission plan for meeting budget goals.