



# 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

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

## Qualifications

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Bachelor's degree and/or relevant experience plus a minimum of two years exhibition and sponsorship sales experience. Aggressive go-getter with a hunter mentality to pursue new business. Medical association experience a plus. CMP and/or CEM preferred. Exhibits a proven track record in exhibit 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. Travel is required.

## Key Responsibilities

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- Be the primary new business exhibits and sponsorships professional for the AAO-HNSF Annual Meeting & OTO Experience<sup>SM</sup> and act as the primary exhibits and sponsorship consultant for all other Academy meetings.
- Consult on packages for industry that may involve sponsorships, advertising, access to our 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 exhibitor and sponsor customer service.
- Participate in cross-functional corporate team and liaison with other Academy staff in support of corporate customers and participate as necessary in corporate account management discussions, vendor visits and sponsorship management.

## Specific Duties

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- Manage all aspects of new exhibit and sponsorship sales, including prospecting, 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.
- 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.
- Assigns exhibit space, receives, and processes space applications and payments.
- Ensures 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 Senior Manager with onsite sales for future shows including management of priority point system.
- Supervise the on-site Floor Manager; facilitates move-in and move-out of exhibits, resolving problems as needed.
- Facilitates Exhibitor's Managers Meeting during the Annual Meeting.
- Prepares all on-site materials and forms (e.g., work late passes, violation forms, welcome letter, etc.).
- Prepares sign orders for exhibit-related items.
- 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 IAEE 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.