

Manager, Sponsorship

Position Title: Manager, Sponsorship

Reports to: Senior Director, Allied Membership and Development

Position Summary:

The American Hotel & Lodging Association is seeking a Sponsorship Manager to be responsible for supporting the Strategic Partnership & Business Development team by creating, managing, and delivering on all aspects of event and initiative sponsorships, a key driver of AHLA's non-dues revenue. By treating sponsorship as part of an actively managed relationship, the manager will support relationship leads with sponsorship prospecting, contracting, invoicing, and management of deliverables. Through ongoing research and comparative analysis, the Sponsorship Manager will ensure AHLA is maximizing sponsorship revenue and providing best-in-class sponsorship benefits and experiences. The manager will assist in updating member data and information for member profile documents and in AHLA's CRM system.

Responsibilities:

- Brainstorm with the Strategic Partnership & Business Development team to create healthy sponsorship pipelines for signature events and initiatives and support relationship leads' outreach as needed, through the creation of PowerPoint decks, email drafts, etc.
- Regularly review and reimagine sponsorship benefits and pricing to ensure members see value in investing in AHLA events and initiatives.
- Collaborate cross-functionally (across AHLA and AHLA Foundation teams) to ensure sponsorship deliverables are fulfilled; serve as a nexus point for everything sponsorship-related at AHLA.
- Prospect for new sponsors by combing through industry event sponsorship lists, exhibitor lists, etc., and research company products/services to determine sponsorship alignment.
- Update AHLA's CRM system in a timely manner to ensure data accuracy; provide pipeline and revenue reports to the team and COO and EVP on request.
- Additional support and project execution as required by the Vice President, Strategic Partnerships & Business Development.
- Other duties as assigned.

Education and Experience:

- Bachelor's Degree preferred.
- 3-5 years of account/relationship management experience.
- Knowledge and or experience in the hospitality industry is preferred.

Skills and Attributes:

- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook); and CRM systems such as iMIS, Nimble and/or Salesforce preferred.
- Excellent oral and written communication skills; willingness to be coached.
- Self-motivated individual who is also a team player with a high level of professionalism and emotional intelligence.
- Detail-oriented individual with exceptional organizational and time management skills
- Ability to work under tight deadlines.
- Customer-service focused with a positive attitude; maintains grace under pressure.
- Comfortable presenting to, negotiating with and persuading decisionmaker(s) to invest more in AHLA.

Other:

- Position located in Washington, DC area.
- Moderate travel required.
- Hybrid - 3 days in office (Mon-Wed. or Tue-Thurs.).

Interested applicants can apply by sending their cover letter and resume to hr@ahla.com.

AHLA is an equal-opportunity employer. We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE