

Senior Manager, Business Development



Responsible to secure and increase sponsorship for the variety of industry meetings, events, fundraisers, etc. for AHLA and AHLEF. These range from educational, networking meetings/conferences to “fly-ins” to speak with government officials to fundraising events such as galas, golf tournaments, etc. Provide account relationship management to ensure we are meeting the needs of our members and the sponsors.

Responsibilities:

- Research, identify, develop and secure new business opportunities to grow revenue through sponsor engagement at AHLA and AHLEF events.
- Manage the sponsorship lifecycle from the initial point of outreach communications, in-person meetings and presentations, and negotiations. Lifecycle to include: prospect identification, track leads, develop marketing material, outreach, create communications, schedule in person meetings, deliver presentations, secure commitments and legal documents, finalize and close agreements, manage the relationship pre & on-site and send post event communications.
- Collaborate with partnership, Foundation and membership teams to identify new prospects for event sponsorship.
- Responsible for all communications and sponsorship fulfillment once secured and all other aspects of account management. Coordinate sponsor fulfillment with marketing, communications, Foundation, partnerships, accounting, membership, and event teams.
- Prepare sales reports, track revenue and payments for sponsors to meet annual goals for each individual event. Identify channels of outreach for new business to grow in subsequent years.
- Attend industry conferences, meetings and events to prospect and identify new business opportunities and maintain industry relationships.
- Draft copy for and coordinate event sponsorship marketing/solicitation materials, including department pages on AHLA website and social media efforts.
- Assist with association committees and other special projects as assigned.

Education and Experience:

- Bachelor Degree;
- 3-5 years of account/relationship management experience; or a combination of education and experience.
- Proven track record of sponsorship sales, growth in revenue, and innovative proposals; strong account/relationship management.

Skills and Attributes:

- Proficient with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Excellent oral and written communication skills; willingness to be coached
- Self-motivated team player with a high level of professionalism and emotional intelligence
- Detail-oriented individual with exceptional organizational and time management skills
- Customer-service focused with a positive attitude
- Comfortable speaking in public with strong presentation skills
- Ability to thrive in a fast-paced environment

Other:

- Position located in Washington, DC with the ability to travel

To apply, send cover letter and resume to HR@AHLA.com