



## National Business Aviation Association

### Job Description

**Job Title:** Director, Sales and Regional Forums & Static Displays  
**Division:** Conventions, Seminars & Forums  
**Reports To:** Senior Vice President, Conventions, Seminars & Forums  
**FLSA Status:** Exempt  
**Prepared Date:** 2/12/10  
**Location:** Washington, DC  
**Status:** Regular Full Time

### SUMMARY

This position is responsible for a combination of sales and other revenue generation including developing new programs and creating a strategic sales plan across all divisions of NBAA. In addition, this position plans and oversees Static Display activities at all NBAA Conventions and Forums worldwide, providing a showcase of business aviation products and services where local, national and international issues can be discussed.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Specific duties and responsibilities include but are not limited to:

- Coordinates an overall sales plan for the Association, which packages sponsorships, advertising and other offerings across all divisions.
- Researches and develops new programs and additional income streams for NBAA.
- Creates a plan to reach non operators that convinces them to consider incorporating aviation into their businesses (“concept buyers”).
- Develops a strategic plan for the NBAA/CAN Auction program.
- Finds new prospects to exhibit at and attend all NBAA-managed events worldwide, especially in the light business airplane segment of the industry.
- Reviews and updates as necessary all Rules and Regulations for NBAA Static Displays.
- Creates a strategic sales and marketing plan for all NBAA Static Displays.
- Selects Regional Forum sites in areas with the potential to attract nearly 1000 Attendees.
- Sells and manages exhibit space and sponsorships for all NBAA Regional Forums and Conventions Static Displays.
- Negotiates display areas, build up and tear down schedules, aircraft arrivals, contracts and other Show elements with airport space owners and/or lessees.
- Oversees floor plans and aircraft layouts.
- Reviews all exhibitor and vendor contracts.
- Hires support vendors (i.e. towing companies, general contractors, caterers, GPU and a/c providers, security, etc.)
- Manages marketing and customer service for the Static Displays.
- Oversees all Show elements on site.
- Analyzes all registration data for future marketing purposes.
- Follows and administers all company policies and acts as a role model in the adherence to policies.
- Surveys participants to ensure the Static Displays are meeting their objectives.
- Travel – Approximately 40% per year.
- Budgetary Responsibility – Manages budgets for sponsorships, advertising and NBAA Regional Forums and Conventions Static Displays.
- Contacts – On a daily basis interfaces with NBAA staff, members, vendors, non-members, exhibitors, attendees, airport representatives, security personnel, temporary help to get or provide information or advise others.

**NON ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Attends business aviation and other tradeshow events

**SUPERVISORY RESPONSIBILITIES**

- Supervises the Sr. Manager, Regional Forums & Static Displays.
- Supervises all persons on site at Regional Forums and Conventions Static Displays including vendors (i.e. valet companies, general contractor, support vendors, airport and/or FBO personnel, etc.).
- Works across divisions in managing sales of sponsorships, advertising, scholarships, etc.
- Manages Association sales in coordination with outside sales person.

**REQUIRED QUALIFICATIONS**

Specific requirements include but are not limited to:

**SKILLS, KNOWLEDGE & ABILITIES**

- Strong oral and written communication skills including ability to interact well with internal and external contacts and for facilitating meetings both inside and outside the Association.
- Excellent interpersonal communication skills, with the ability to work well within a team as well as independently.
- Ability to develop and maintain positive effective relationships.
- Proficient in organizational, project and time management skills, with strong attention to detail.
- Ability to prioritize and balance multiple projects simultaneously.
- Strong problem-solving ability.
- Ability to work in a fast-paced environment that changes frequently.
- Proficient in managing and motivating staff and all others involved in the support of Regional Forums and Conventions Static Displays.
- Ability to travel approximately 40% per year to both U.S. and international destinations.
- General accounting and budgeting skills and a good knowledge of creating and interpreting spreadsheets.
- Excellent negotiating abilities.
- Exceptional customer service skills; clear understanding of the customer's (exhibitors, attendees, sponsors, advertisers) expectations
- Strong knowledge of best business practices.
- Knowledge of Microsoft Word, Excel, Access or related database, PowerPoint, budgets, expense reports and comparison reports.
- Ability to work nights and weekends as needed and additional hours on a regular basis.

**EDUCATION**

- Four year accredited Bachelor's degree.

**EXPERIENCE**

- Five years working in the business/general aviation community.
- Five years general business and project management experience.
- Proven successful record in sales.
- Five years of sales and marketing experience.

**DESIRED QUALIFICATIONS**

- Accredited Master's degree in Business Administration
- Four year accredited Bachelor's degree in Marketing or related area.
- Association experience.

**PHYSICAL AND MENTAL REQUIREMENTS**

The physical and mental requirements described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.

**PHYSICAL REQUIREMENTS**

- Reaching, standing, walking, lifting, fingering, grasping, talking, hearing and repetitive motion.
- Sedentary work – Exerting up to 10 pounds of force occasionally, sits most of the time.
- Close visual acuity to perform activities at distances close to the eye.
- Visual acuity to operate motor vehicles and/or heavy equipment.
- Visual acuity to determine the accuracy, neatness and thoroughness of the work assigned or to make general observations of facilities or structures.

**MENTAL REQUIREMENTS**

- Comparing, copying, computing, compiling, analyzing, coordinating and synthesizing.
- Must be able to handle periods of occasional stress.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- Subject to activities that occur inside and outside.
- Subject to heat.
- Subject to noise.
- When working in the office, not substantially exposed to adverse environmental conditions.