



## National Business Aviation Association

### Job Description

**Job Title:** Coordinator, Advertising & Sponsorships  
**Division:** Conventions & Forums  
**Reports To:** Vice President, Administrative Affairs  
**FLSA Status:** Exempt  
**Prepared Date:** 6/22/2012  
**Location:** Washington, DC  
**Status:** Regular Full Time

### SUMMARY

The Coordinator, Advertising & Sponsorships, provides support to the VP Administrative Affairs and outside sales representatives in tracking and executing all advertising and sponsorship opportunities for the Association. The Coordinator will eventually have his/her own client roster to be developed through telephone sales.

### 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:

- Produces sales support pieces for Association sponsorships and advertising opportunities including individual Media Kits for all NBAA-hosted events.
- Creates and manages the Association's sponsorship and advertising opportunities spreadsheets obtaining and listing all related production costs which are used to establish pricing for Sponsors and Advertisers (multi-million dollar budget).
- Works with VP and NBAA-hosted events Project Leaders and Sales Staff in establishing and enforcing deadlines for completion of sponsorship and advertising spreadsheets and Media Kits available for the peak selling season for all NBAA events.
- Works with VP on the annual budget – revenue and expenses – for the Association's sponsorship and advertising programs.
- Supports external Sales Staff in tracking and executing advertising and sponsorship activities.
- Works with NBAA-events Project Leaders and outside vendors to ensure sponsorship and ad execution.
- For advertising: works very closely with the Director, Marketing in managing the Show Guides, collecting insertion orders and advertising materials, and maintaining the run sheet.
- For sponsorship opportunities: works with designers and suppliers on banners and other items. Also draws up Sponsorship Agreement Forms listing all elements included in the sponsorship, pricing and payment details.
- Directly sells sponsorships for the Flight Attendants and Flight Technicians Conference.
- Creates and emails or mails all sponsorship and advertising invoices for NBAA, EBACE, ABACE, Forums, and Conferences. Ensures payments are received and recognizes Sponsors and Advertisers with signage on site, acknowledgement in *Show Guides* (where available), and through other means.
- Builds and maintains a prospect list for sponsorship and advertising opportunities.
- Develops new sponsorships and advertising clients via telephone sales from specific lists assigned by management.

- Maintains an Account Assignment list for Sales Staff.
- Attends monthly Marketing Council Meetings.
- Follows and administers all company policies and acts as a role model in the adherence to policies.
- Travel – approximately 10-20% each year.
- Budgetary Responsibility – Works with VP to report revenues and expenses for sponsorships and advertising, ensuring revenue and expenses are assigned to the proper account.
- Decision Making/Scope of Authority – Works independently with minimal direction to prioritize duties.
- Contacts – Has regular contact with C&F Division Staff, Communications Staff, Accounting Staff, NBAA-hosted events Project Leaders, Sales Staff, Sponsors, Advertisers, Exhibitors, Graphic Designers and other support vendors to coordinate Show, Forums, and Conferences activities.

### **NON ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Maintains files of sponsorships and advertising activities as needed.
- Prepares Payment Request Forms as needed for sponsorship and advertising related invoices.

### **SUPERVISORY RESPONSIBILITIES**

- None

### **REQUIRED QUALIFICATIONS**

Specific requirements include but are not limited to:

#### **SKILLS, KNOWLEDGE & ABILITIES**

- General knowledge of advertising and marketing.
- Effective oral and written communication skills including the ability to interface with internal and external contacts, including Sponsors, Advertisers and support vendors.
- Excellent interpersonal skills and demonstrated ability to work in a team as well as work independently.
- Excellent organizational and time management skills.
- Strong attention to detail.
- Good presentation skills.
- Good decision making and problem solving ability.
- Exceptional customer service skills.
- Solid mastery of Microsoft Office Suite, including Word, PowerPoint and Outlook and advanced skills in Excel.
- Ability to maintain confidentiality for sensitive and confidential issues.
- Ability to travel at least 10-20% of the time.
- Good math skills.
- Moderate knowledge of Adobe Acrobat Standard or Professional

#### **EDUCATION**

- Four-year accredited bachelor's degree.

#### **EXPERIENCE**

None required

### **DESIRED QUALIFICATIONS**

- Relevant experience in advertising and/or marketing
- Four-year accredited bachelor's degree in marketing
- Experience in sponsorships and fundraising
- Experience with inside telephone sales or outside sales of advertising and/or sponsorships
- Proven success in project management.

- Demonstrated capacity to successfully manage multiple projects and deadlines simultaneously.
- Strong copy writing, editing, and proofreading skills.
- Familiarity with database management software, preferably iMIS.
- Experience using Adobe Acrobat Professional and InDesign.
- Business aviation industry 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**

- Stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, talking, hearing, and repetitive motion
- Light work – exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or negligible amount of force constantly to move objects.
- Close visual acuity to perform an activity at distances close to the eyes,
- Visual acuity to operate motor vehicles.
- 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 high 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 environmental conditions. Protection from weather conditions but not necessarily from temperature changes.
- Subject to hazards.
- When working in the office, the worker is not substantially exposed to adverse environmental conditions
- The noise level in the work environment is usually moderate.