



Alliance for Audience

Job Title:	Sponsorship/Membership Sales Associate
Reports To:	Director of Sales and Marketing
Employment Category:	Part-Time
Benefits:	None
Salary:	Salary plus Commission

SUMMARY

Alliance for Audience, a not-for-profit audience development and marketing organization, seeks a dynamic professional to help develop new member organizations and sponsors. The Sponsorship/ Membership Sales Associate will work closely with the Director of Sales and Marketing and key staff members to identify potential companies to present and close membership and sponsorship packages, which bring in valuable revenue; part of the annual operating budget.

While being an agent of Alliance for Audience and ShowUp.com, this individual will:

- Increase the number of member organizations
- Identify potential members and sponsors
- Present membership and/or sponsorship packages to a list of businesses
- Sell annual membership and sponsorship packages

RESPONSIBILITIES

- **Hours:**
 - Minimum 24 hours per week, with a minimum of five in the Alliance for Audience office
- **Basic Duties and Responsibilities:**
 - Represent Alliance for Audience in a professional manner while on company business
 - Present ShowUp.com and Alliance for Audience as a non-profit organization
 - Use materials provided to help prospect for new membership organizations and businesses that would like to receive sponsorship recognition on ShowUp.com
 - Adhere to Alliance For Audience's 501c3 status and thus abide by those guidelines while generating sponsorship revenue
 - Notify Director of Sales and Marketing of potential sponsors prior to making contact
 - Attend weekly meeting with Director of Sales and Marketing
 - Maintain confidentiality of member, sponsor and prospect information
- **Membership Sales:**
 - Prospect for and call on a list of potential member organizations
 - Present and successfully sell new annual memberships
- **Sponsorship Sales:**
 - Prospect for and call on a list of potential sponsors
 - Present and successfully close sponsorship packages.
 - Maintain a relationship with sponsor to ensure renewal

ADDITIONAL QUALIFICATIONS

Education and/or Experience –All candidates must have excellent sales, communication, presentation and writing/editing skills. Familiarity with new media, online advertising, print production, budget management and vendor relations is preferred. Candidates should be prepared to present and discuss a portfolio of their previous work during the interview process.

Language Skills – Ability to communicate effectively, in writing and speech, with representatives of member organizations, corporate sponsors, customers and with the public.

Other Skills & Abilities – Advance level knowledge of word processing (Microsoft Word), presentation (Microsoft PowerPoint) spreadsheet (Microsoft Excel) and Internet browsing (Internet Explorer) is expected. Superior communication, organizational and interpersonal skills are essential. Personal familiarity and use of “web 2.0” technologies (i.e. Facebook, MySpace, and blogs) is highly desired.

Prior experience working for or volunteering with a non-profit arts or cultural organization is helpful.

Alliance for Audience is an Equal Opportunity Employer.

TO APPLY FOR THIS POSITION

Applicants should submit a cover letter that answers the question, “Why arts & culture is important to me?” in addition to a resume.

Submit Applications:

E-Mail: rmontgomery@allianceforaudience.org

FAX: 877-971-2228

Address: **Alliance for Audience**
13416 N. 32nd Street, Suite 106
Phoenix, AZ 85032

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