



## ATA Sales Manager Job Description

**The Archery Trade Association is seeking a Sales Manager.** The ATA Sales Manager will work with the Trade Show Director to develop and lead the overall strategic planning, budget, and execution of the ATA's annual trade show sales plan. Will collaborate with stakeholders, membership and marketing to develop the business objectives, concepts, deliverables, timelines and quotas for exhibit booth sales and sponsorships for the show.

- Is responsible for all sales and sponsorship opportunities within the organization including Trade Show, member programs and services, print/digital advertising and face-to-face membership recruiting.
- With the Trade Show Director, will develop and direct the overall strategic planning and execution of association's annual Trade Show sales plan to achieve sales targets.
- Will lead budget development and financial revenue reporting process for all Trade Show sales and sponsorship areas.
- Will create and communicate sales goals and ensure leadership are informed on the progress of sales goals.
- Will collaborate with membership, marketing and communications team on sales plans and marketing and promotion campaigns to fill booth space and sell sponsorships.
- Will provide assistance with exhibitor and attendee service requests.
- Will oversee sponsorship fulfillment including assisting clients in meeting deadlines, providing production assistance and ensuring proper installation.
- Will understand industry specific trends and landscapes.
- Will build and maintain long lasting, strong relationships with customers while partnering with them to better understand their business objectives and needs.
- Will report on forces that shift strategic directions of accounts and tactical budgets.
- Will identify emerging markets to find new sales opportunities.

### **Qualifications & Requirements:**

- **Interest and experience in archery, bowhunting, conservation and the outdoors.**
- A bachelor's degree or extensive work experience that is directly related to sales, marketing or event management.
- 7+ years of experience in trade show or event sales.
- Excellent written and verbal communications skills.
- Proven ability to drive the sales process from start to finish.
- Excellent listening, negotiation and presentation skills.
- Proven ability to articulate the distinct aspects of the bowhunting and archery industry.
- Knowledge of how to develop client focused differentiated and achievable solutions.
- Understanding of how to position products against competitors.
- Excellent collaborator with the ability to plan and prioritize work and move projects through to completion on schedule.
- Innovative, resourceful and continuously seeking improvement with a focus on increasing efficiencies.
- Self-motivated and well-organized, with an appropriate sense of urgency to meet multiple deadlines
- Ability to work remotely.

**Travel:** National travel is required for this position, between 5-7 times per year.

**Benefits:**

- 401(k) with match
- Health insurance
- Dental insurance
- Long Term and Short Term Disability
- Flexible spending account
- Life insurance
- Paid time off (PTO)

**Job Type:** Full-time, can be remote or based in New Ulm, MN

**Schedule:** 40-hour week, average 8-hour day; Monday to Friday

Compensation package is commensurate with experience. ATA is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race/ethnicity, color, religion, gender, national origin, age, sexual orientation, gender identity, protected veteran status, disability or any other category protected by law.

**Submission Procedure:** Please submit a resume, cover letter, full contact information, salary requirements/range and three references to [BethBerkheimer@ArcheryTrade.org](mailto:BethBerkheimer@ArcheryTrade.org). Submissions without full contact information and cover letters will not be reviewed. Please list "ATA Sales Manager" in the subject line.

The Archery Trade Association is the organization for manufacturers, retailers, distributors, sales representatives and others working in the archery and bowhunting industry. The ATA has served its members since 1953. We work to increase the recruitment and retention of new, current and once-active archers and bowhunters. We are the driving force in defending, educating, and lobbying for the greater good of the industry and sport. We preserve and promote archery and bowhunting's rich heritage to ensure active consumer participation, and successful manufacturing and retailing for generations to come. The organization also owns and operates the ATA Trade Show, the archery and bowhunting industry's largest and longest-running trade show worldwide.

For more information about us, please visit [www.archerytrade.org](http://www.archerytrade.org).