

# PPAI JOB DESCRIPTION

## *Telemarketing Team Lead*

The **Telemarketing Team Lead** works with the Marketing Departments to effectively execute call campaigns to increase registration for events, clean up bad data, voting awareness, or other campaigns.

### Reporting Structure

Title of reporting manager: Senior Marketing Manager
Department: Marketing

### Job Status

FLSA Status (Exempt / Non-Exempt): Non-Exempt
Compensation (Hourly / Salary): Hourly
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Position must work from HQ location: Yes

### Job Discretion

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

### Essential Functions and Primary Duties

1. Support company-wide telemarketing initiatives by making required telephone calls and documenting results through the Call Center.
2. Provide Marketing with insightful input/feedback on campaign results. Offer improvement suggestions to scripting, as needed to ensure a positive member/non-member experience.
3. Make 150+ outbound calls per day, as assigned.
4. Service all inbound calls irrespective of campaign type.
5. Conduct all assigned sales campaigns using campaign guidelines as established by marketing through the call calendar.
6. Train temporary telemarketers
7. Compile reports on campaigns for clients
8. Make presentations on campaigns to clients

### Secondary Responsibilities

1. Support other departments with specialty programs, campaigns, or data cleanup.
2. Other duties as assigned.

### Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization

2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact to the organization.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

### Education Requirements

School/Certification Authority	Degree/Certification	Major/ Minor
College: Preferred	BA / BS	Business / Marketing

### Experience Requirements

Type of Work	Years of experience	Depth of Experience
Outbound or high volume inbound phone sales	1+ Year	150 calls per day
Tradeshaw experience	1+ Year	Meet guests & sell on show floor

### Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Strong organizational skills	2+ years	Moderate
Attention to detail	2+ years	Moderate
Strong goal orientation	2+ years	Moderate
Demonstrated proficiency in Microsoft Office Suite	2+ years	Moderate

### Physical Requirements

- \*Sitting: Minimum 6 hours (ACD queue) / 0% at shows
- \*Standing: Minimum 4 hours (tradeshaw related) / 100% on show
- \*Lifting: 25 pounds (tradeshaw related)
- \*Pushing/Pulling: 25 pounds (tradeshaw related)
- \*Bending/Stooping: 25 pounds (tradeshaw related)
- \*Extended work hours, extended weeks (endurance requirement):  
**Some weekends (tradeshaw related) yes**

### Work Environment

- \*Office environment: Yes
- \*Trade show floor or event venues: Travel multiple days per trip, up to 10% (tradeshaws)
- \*Temperature controlled environment: Yes
- \* Travel: Must be able to travel: Yes, see above

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