

PPAI JOB DESCRIPTION

Revised: 11/23/2021

Manager, Distributor Membership

The Distributor Membership Manager will be responsible for leading the development, implementation, and evaluation of the strategies for distributor recruitment, engagement, and retention. This person will manage the day-to-day activities for the distributor membership team and collaborate with the marketing department on developing campaigns and resources to support the department's goals and activities.

This is an ideal position for a professional who is excited about improving the experience of PPAI's members. From the onboarding of a new members to advocating PPAI's member benefits and services so that member value is top of mind at renewal.

Embracing the mission and vision of the association, it will be important for this person to be a collaborator who will work well cross-departmentally to ensure the membership team is supporting the association's overall strategic objectives.

PPAI's Mission To be the voice and the force to advance the Promotional Marketplace for the benefit of our community.

PPAI's Vision Promotional Products are universally valued and essential to every brand.

Reporting Structure

Title of Reporting Manager: Vice President, Revenue and Expositions
Department: Membership

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
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: Hybrid

Job Discretion

How many people does this position supervise: 5+
Does this position have disciplinary responsibilities: Yes
Does this position have hiring / termination responsibilities: Yes
Does this position have evaluation responsibilities: Yes

Essential Functions and Primary Duties

- Develop a deep understanding of the purpose and value of being a PPAI member.
- Create and implement strategies to recruit, engage and retain distributor members.
- Manage distributor membership team, including customer service, sales, and telemarketing personnel. Evaluating performance with key metrics.
- Develop objectives for and lead the team in carrying out engagement and outreach activities that support an increase in distributor membership engagement and support of PPAI.
- Develop and execute plans to foster and increase distributor membership engagement and support of PPAI.
- Collaborate with marketing on the development and management of marketing campaigns and materials to support the association's recruiting and retention efforts.
- Monitor membership trends and metrics, drawing insights from data and making recommendations to leadership accordingly.
- Identify marketplace trends that translate into membership growth opportunities.
- Manage the membership department's budget, both expenses and revenue.
- Develop and maintain relationships with members and stakeholders.
- Identify, develop, and execute new membership programs and initiatives.
- Coach and provide training to personnel to maintain high customer service standards and drive relationship-based, consultative selling.
- Develop and oversee the distributor membership business processes.
- Identify, select, and plan for the appropriate vertical market conferences for PPAI to attend and exhibit at for recruitment of new distributor members. Post-show evaluating performance and ROI.
- Oversee the maintenance of accurate and up-to-date membership records in the association's database.
- Attract and hire the highest caliber of talent available and appropriate to the position.
- Responsible for overseeing the travel and activities of the department including exhibiting at conferences.

Association Wide Responsibilities & Values (expectations of everyone)

- Provide honest and ongoing communication as needed to support success throughout the organization
- Meet established deadlines for all projects, reports, and communications for all audiences both internally and externally.
- Provide high-quality products, reports, communications, and projects for all audiences internally and externally.
- Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors.
- Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
- Be empowered, accountable and responsible for your career success, actions, influence and impact to the organization.
- Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

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

Experience Requirements

Type of Work	Years of experience	Depth of Experience
Membership: Recruitment & Retention	5+ Years	High
Sales Management	5+ Years	High
Project/Process Management	5+ Years	Moderate

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Goal & results oriented	5+ Years	High
Strong organizational skills	5+ Years	High
Strong analytical skills	5+ Years	High
Proven Leadership Skills	5+ Years	High
Sales & Relationship Building	5+ Years	High
Excellent Communication Skills	5+ Years	High

Physical Requirements

- *Sitting: Up to 8 hours per day in office / 0% at shows
- *Standing: Minimum 4 hours (tradeshow related) / 100% on show
- *Lifting: 25 pounds (tradeshow related)
- *Pushing/Pulling: 25 pounds (tradeshow related)
- *Bending/Stooping: 25 pounds (tradeshow related)
- *Extended work hours, extended weeks (endurance requirement): yes
Some weekends (tradeshow related) yes

Work Environment

*Office environment:	Yes, Onsite multiple days per week
*Trade show floor or event venues: (tradeshows)	Travel multiple days per trip, up to 20%
*Temperature controlled environment:	Yes
* Travel: Must be able to travel:	Yes, see above