

## **JOB POSTING ANNOUNCEMENT**

**JOB TITLE:** Sales Associate (Full time)

**DEPARTMENT:** Sales

**TYPE:** Non-Exempt (Hourly)

**IMMEDIATE SUPERVISOR:** Director of Sales

### **Who We Are:**

100,000 members strong, the Professional Beauty Association (PBA) exists to elevate, unite and serve the beauty industry and the professionals who improve people's lives. PBA is a community led non-profit membership organization with members and a Board of Directors representing licensed professionals, salons, manufacturers, distributors, schools and students. PBA advances the professional beauty industry by providing our members with access to education and training to advance their careers and businesses. We are connected to key industry and government influencers to protect our members' professional rights. PBA also produces industry leading events such as Cosmoprof North America (CPNA) and the International Salon and Spa Expo (ISSE).

PBA is a stable, growing organization that provides a family oriented and collaborative team environment. PBA headquarters is conveniently located in North Scottsdale with easy access to major freeways. Relocation assistance is not available.

### **Position Summary:**

PBA is seeking a Sales Associate to join the sales team to generate revenue from trade shows, conferences and events. The Sales Associate will work independently to contact exhibitors, sponsors and prospects via telephone and email in order to secure booth, sponsorship and advertising sales. This role is responsible for building relationships with beauty industry partners, providing exemplary customer service, processing contracts and communicating next steps to internal departments while supporting the Director of Sales to provide a positive sales experience. This position is full-time, Monday through Friday, 8-4pm. Travel is required (including some weekends) for our two annual trade shows in addition to industry events.

### **Core Responsibilities:**

- Facilitate revenue generation for all events
- Manage all aspects of trade show sales including by not limited to booth assignments, onsite floor management, and post-show follow up
- Increase show(s) exhibit and sponsorship sales year over year to exceed annual budget expectations, with a strong focus on prospecting new business
- Develop new industry leads
- Build key exhibitor relationships, develop new prospects and increase retention of current exhibitor base through strong relationship building
- Further PBA and departmental goals by attending strategic industry events as directed by the Director of Sales
- Responsible for tracking of projects, list development and data integrity
- Complete accurate daily, weekly and/or monthly reports

- Assist the Membership team in creating value added programs for existing members and for attracting new members
- Assist the Marketing team in the development of materials and messaging needed to achieve department goals
- Collaborate with peers to advance PBA's programs and events
- Read, retain, and demonstrate understanding of Standard Operating Procedures as related to Association Management Software and Booth Management System
- Use online (browser-based) database applications to interact with information, including search, add, edit, and mark as deleted

**Qualifications, Knowledge, Expertise:**

- A minimum of two years of similar sales experience – preferably in a trade show or not-for-profit organization
- Proven results in previous sales roles and working with a sales team
- Strong customer service and communication skills
- Strong thinking and problem-solving skills (ability to create solutions)
- Collaborative (works with peers across many functions within the company)
- Entrepreneurial (self-starter)
- Innovative with strong attention to detail and organization
- Proficient in a Microsoft Office environment with and browser-based applications
- Ability to handle multiple priorities at a high capacity
- Flexibility to travel and work some nights and weekends as needed at events
- Ability to stand for an extended period and lift up to 50 pounds (at events)

**Personality Profile**

- Enjoys building relationships and serving members
- Self-directed and motivated
- Flexible and adaptive
- Strong work ethic and intellectually curious
- Beauty sensibility

**Benefits Package:**

PBA offers a comprehensive benefits package including competitive base salary, annual incentive bonus, health, dental, vision, disability, group life & AD&D insurance coverage, ten paid holidays, paid time off starting at 12 days per year, paid maternity/paternity leave, and a 401k retirement plan with an employer paid match up to 3% of wages.

PBA is an equal opportunity employer. For consideration, please email resume and salary expectations to the Professional Beauty Association's Director of Sales, Toni Davis at [toni@probeauty.org](mailto:toni@probeauty.org). If you are out of the country, a recruiter, looking to do subcontracting, or have your own company, please do not respond to this post. While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.

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