



## **Brewers Association Job Description**

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**Date:** 9/15/14

**Position Title:** Business Development Manager for Advertising & Sponsorship

**Department:** Sales & Marketing

**Position Reports To:** Sales & Marketing Director

### **General Purpose:**

This position is responsible for developing business opportunities and creating and executing advertising and sponsorship sales in a variety of the Brewers Association's properties.

These include: magazines (*The New Brewer*, *Zymurgy*); specialty publications (Craft Brewers Conference & BrewExpo America® Program, Great American Beer Festival® Program, American Homebrewers Association® Conference Program, *Zymurgy: An Introduction to Homebrewing*); and events (Great American Beer Festival, AHA National Homebrewers Conference, National Homebrew Competition, Craft Brewers Conference, SAVOR<sup>SM</sup>: An American Craft Beer & Food Experience, World Beer Cup); and advertising opportunities on websites and electronic communications (CraftBeer.com, BrewersAssociation.org, HomebrewersAssociation.org, AHA Forum, What's Brewing @ the AHA e-Newsletter, BA Forum).

This position shares all selling responsibilities on the above properties with one partner, and clients are divided geographically. The two Business Development Managers work closely with one another, and it is vital that each be familiar with the others' clients and priorities.

This position requires a high degree of skill in building and maintaining relationships, and the ability to both see the big picture and focus intently on detail and process. A passion for craft brewing and homebrewing is a huge plus.

### **Essential Duties**

- Build and maintain strong relationships with clients and prospects.
- Cooperate with Sales & Marketing Director to set day-to-day priorities for Advertising & Sponsorship Associate (fulfillment specialist) and part-time Special Projects Coordinator (administrative support).
- Cooperate with Sales & Marketing Director to develop revenue budgets and sales strategies.
- Negotiate pricing and packages with clients and prospects.
- Meet or exceed all revenue budgets.
- Follow department processes for creation of insertion orders (IOs), letters of agreement LOAs), and filing and tracking of IOs and LOAs (administrative touch points after the sale; hand-off to fulfillment).
- Generate leads: identify, cultivate and track prospective advertisers and sponsors.
- Assist in developing sales and communications materials (print and digital) for each publication and event.
- Adhere to all departmental deadlines.
- Collaborate with Events and Graphics departments to ensure alignment with objectives and timelines of each department.
- Coordinate with the department's other sales person to ensure seamless client communications and client care, accurate overall revenue reporting, and judicious use of the support staff's time.
- Coordinate with the Finance department to ensure accurate revenue and commission figures.
- Provide budgetary status updates as requested



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### **Travel Required:**

- Craft Brewers Conference & BrewExpo America
- SAVOR: An American Craft Beer & Food Experience
- AHA National Homebrewers Conference
- Great American Beer Festival
- Other industry conferences, trade shows and client visits as assigned

### **Skills, Knowledge and Education Required:**

- Strong sales or account management experience.
- Excellent relationship-building and communication skills. Ability to make clients feel valued and important.
- Strong work ethic.
- Strong ability to identifying and cultivate prospects, including non-endemic targets.
- Ability to creatively develop and price new, meaningful advertising and sponsorship opportunities.
- Excellent written and verbal communication skills. Good judgment in applying those skills to cultivate client relationships (i.e., when to email, when to pick up the phone, when to visit in person).
- Ability to dissect complex information (e.g., a multi-part contract).
- Strong talent for independently determining communication needs of all stake-holders.
- Ability to thrive in a fast-paced, deadline-driven environment.
- Ability to multi-task effectively while remaining organized, meeting deadlines and maintaining a sense of humor.
- Planning and forecasting. Ability to break down larger planned outcomes into smaller to-do's along the way.
- Strong collaboration skills, both in working with second sales person to meet clients' and the Brewers Associations' needs and in working with the department's fulfillment specialist to ensure advertising and sponsorship fulfillment and invoicing can be handled with accuracy.
- Strong organizational skills.
- Computer literacy: Microsoft Office including Outlook, Google documents. Database experience preferred.
- Strong enthusiasm for craft beer with some beer knowledge.
- Bachelor degree or equivalent experience.

**Note: This job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the job.**

### **Equal Opportunity**

The Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.