

Job Description – New Business Development

Purpose of Position:

To build awareness and relationships with more sportfishing related organizations, leading to improved understanding, increased engagement, greater participation and the raising of revenue for the association.

Goals for 2024:

Contact 500 lapsed and potential members

- Research, Identify and compile database of new business by researching lapsed members, reviewing industry news, trade publications, as well as competitive and adjacent events
- Includes phone calls, in-person and personal email (25 per day, 200 days)
- Includes lapsed members, retailers, fly-fishing, potential members – sportfish and allied manufacturer categories
- Ensure we have accurate contact information and they are receiving all necessary correspondence
- Build relationships and brand awareness with these contacts
- Communicate the ASA mission, vision and pillars of the association
- Ask questions, listen, understand their needs and provide them outstanding customer service
- Share how they can 'get involved' with the association, including membership, ICAST, Sportfishing Summit, Keep America Fishing, website, email, social media

Increase revenue to the association by \$250,000

- Share opportunities to showcase their respective brand(s) through sponsorships online, at ICAST and at the Summit
- Generate new opportunities to grow revenue through effective ROI programs and events
- Write compelling, informative, and accurate follow-up emails and proposals to engage the target contact and their team
- Provide opportunities with membership that go beyond an ICAST booth by routinely engaging and sharing ideas

Maintain and update high quality database of potential members and business

- Report your communication and track your current pipeline of business
- Maintain an active pipeline of business that totals to 2x – 3x your revenue goal.
- Work independently to closely monitor progress against weekly, monthly, quarterly and annual goals in order to ensure meeting/exceeding benchmarks

Employee Must:

- Be flexible to adjust to changing priorities and operate effectively in a fluid environment.
- Be comfortable with technology as a subject matter as well as in learning new skills.
- Have strong written and verbal skills, including a firm grasp of tone, audience, and clarity.
- Have the ability to collaborate within the team and across teams; invested in contributing to not just your own success but the success of your teammates and organization.
- Have strong organizational skills, able to effectively manage multiple projects and tasks at a time.
- Manage aggressive deadlines that don't catch you by surprise.
- Be computer savvy with business basics (Word, Excel, PowerPoint) and have experience with or willing to learn new applications such as event management and email distribution applications such as MapYourShow, iMIS etc.
- Have the ability to travel 20% to 30% of the time.