



International Festivals & Events Association

Expo & Advertising Sales Position

Application Instructions:

Please respond by sending (via email or post)

- A cover letter explaining why you see yourself as a fit for this position
- A current resume detailing your experience
- A list of references (preferred, but not required)

Contact Information:

Steve Schmader, CFEE

President/CEO

International Festivals & Events Association

2603 W. Eastover Terrace, Boise, ID 83706

Email: Schmader@ifea.com

Website: www.ifea.com

Position: Expo & Advertising Sales

Position Type: Full-Time

Salary: Starting Salary: \$25,000 per year (Plus eligibility for insurance benefits)

The position is the primary contact responsible for the sale of the organization's annual Expo Trade Show Booths and publication advertising. The position also oversees the Expo Trade Show on-site each year, helping to service and support participating vendors and advertisers, while building long-term relationships. The position works in direct support of membership sales and has potential to grow to include other key areas of sponsorship, program/resource marketing and fund-raising responsibilities, as well as advancement in salary.

Desired skills and qualifications include:

- Positive and outgoing personality and attitude with an ability and desire to work as part of a team
- High comfort and confidence level communicating with and selling to current and potential customers in-person, by telephone and through written communications
- Self-starter with the ability to work toward and reach goals with a minimum of supervision
- Service orientated and professional demeanor with members, customers, sponsors, staff, Board and others
- Ability (working with other staff positions) to help create effective sales support materials
- Understanding of how to research and identify potential target customers for the organization's product and services
- Successful and proven sales experience in previous positions
- Support of other departments/functions/organizational programs throughout the year is expected by all employees
- Excellent written, oral and interpersonal skills
- Computer and analytical thinking skills

Preferred:

- Bachelor's or Associates Degree
- 3+ years sales experience

With a small on-site staff, we are a 501 (c)(3) not-for-profit organization that offers a friendly and flexible working environment for the candidate willing to come onboard as a full team player. We offer the right candidate an ideal position to showcase their skills and passion, while also growing through new experiences.

Position reports to the President & CEO and Vice President of the organization.

(Relocation expenses not available.)