



## **Exhibits & Sponsorship Coordinator Position Description**

### **TLA Organizational Overview**

The Texas Library Association (TLA) is the largest state library association in the U.S. with almost 5,000 members representing all library types: academic, public, school, and special and library supporters dedicated to helping libraries better serve their communities. TLA is a non-profit 501c3 membership organization founded in 1902 to promote libraries, library services, and library professionals in Texas.

We seek to embody our core values of diversity, equity and inclusion, equity of access to information, ethical responsibility and integrity, continuous improvement towards excellence, literacy and intellectual freedom, and social responsibility through intentionality in all functions and aspects of the organization.

### **How We Support our Mission & Values**

TLA hosts a four-day Annual Conference offering hundreds of education sessions and exhibits to our 5,000 + attendees. Additionally, we provide 30-40 professional development opportunities face to face and online throughout the year; leadership opportunities through service in our 60+ member interest groups, and statewide advocacy to advance the library profession in Texas. Our quality programs and services are delivered by a small staff, who describe our culture as fast-paced, encouraging, and collaborative. We are supported by a robust contingency of volunteer leaders.

### **Exempt, Reports to Manager, Exhibits & Vendor Relations**

**Directly Supervises: 0**

**Position Overview:** The Exhibits and Sponsorship Coordinator fills a key role on the Vendor Relations team. You will work closely with our vendor members who provide services, support and resources to the library industry and fulfill sponsorship benefits and facilitate exhibitor participation, ad sales and other non-dues/earned revenue opportunities. This is a great position for someone who is interested in gaining experience in exhibition and sponsorship management.

This position will liaise with and support volunteer-led activities and serve as a cross-functional member of our registration and meetings team during peak volume times.

Experience using current technology platforms to service sponsorship and exhibit benefits will be key as well as meeting planning, contract negotiations, database, volunteer management and budgeting

experience. Experience in exhibits management and marketing commercial vendor services in an association or similar type organization is preferred.

### **Major Job Responsibilities**

- Provide excellent customer service to exhibitors and sponsors. Answer high-volume of telephone calls and emails on exhibitor inquiries about the conference.
- Create and maintain exhibitor presence in conference publications, mobile app, online map, and online buyers guide.
- Perform data entry for historical, logistical, and billing purposes. Produce accurate reports and analyze results.
- Maintain the exhibitor and sponsorship database and track prospective exhibitors and sponsors.
- Design and produce newsletters, and electronic communications of information to exhibitors and sponsors, including website updates.
- Assist in the management of the exhibitor payment process, including collections of delinquent accounts. Maintain accounts receivables information, create, and send invoices.
- *Prepare the on-line booth selection process for the next conference.*
- At Annual Conference Serve as onsite point of contact at the exhibit sales desk. Coordinate onsite volunteers and temporary staff to assist with exhibitor registration questions and onsite booth sales.
- Track all deliverables associated with sponsorship; collaborate with the Education and Meetings, and Marketing departments to ensure sponsor and marketing deliverables are executed on time and within budget.
- Support suppliers and conference team related to exhibitors and sponsors. This includes hotelier information, service kit, and all needs that affect exhibitors and sponsors.
- Support sales related to advertising, exhibitor showcases, banners/signage, and lists.

### **General**

- Support and fully participate in all association activities.
- Maintain current professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing professional networks both in the library and association communities and participating in professional industry associations.
- Other duties as assigned.

## Who You Are:

### Experience & Qualifications

- Bachelor's degree required
- CMP or CEM designation preferred
- Minimum 3 - 7 years' experience working with exhibitors and vendors with exhibit halls of 150+ booths in a membership organization or similar environment.

### Required Skills

- Customer service, working with the public and volunteers.
- Experience working with CAD design, event management software and Association Management Systems
- Current technology platforms (Microsoft Office/Microsoft Teams, PowerPoint/Keynote, Zoom, DocuSign, Google Applications, Basecamp or similar project management tools, virtual event platforms, Salesforce)
- Working with budgets, monitoring expenses, and identifying opportunities to enhance revenue

### Preferred Skills

- Exhibit//Sponsorship/Advertising sales experience
- Copywriting and marketing

### Attributes

- Project manager. You can juggle multiple tasks, allocate and optimize resources, and manage timelines.
- Exceptional communicator. You are able to confidently engage at all levels and across multiple stakeholder groups. You collaborate on projects and communicate results. You are willing to listen and learn from others.
- Detail oriented. You can see the big picture and understand how the details relate to the overall mission of the organization. When you say you'll get back with someone, you do.
- Organization skills. You appreciate order and know how to achieve it efficiently.
- Flexible and capable. You manage changing priorities without difficulty and get the job done.
- Confident and pleasant. You understand that everyone is a "customer" and should have a "Ritz Carlton" service experience when contacting the TLA office.
- Problem solver. You have excellent critical thinking skills, dive into the details, and know when and what questions to ask.
- Service-driven. You are responsive and committed. You are clear, tactful, and diplomatic about what's realistic and what's possible.
- Autonomous. You are self-motivated and work well independently. You exercise good judgement and are not afraid to make a decision, but you know when to seek input.
- Ability to lift 20 lbs.
- Ability to travel within the State of Texas, some evening and weekend work required

- Position contingent on passing a criminal background check.

**Organizational Relationships** – Reports to the Manager, Exhibits and Vendor Relations and aligns closely with the Education and Meetings team, and Registration and Marketing team.

**Salary & Benefits:**

**Salary Range:** Commensurate with experience

**Excellent employee benefits provided including:**

- Company-paid employee health, vision, dental, and ADD insurance
- Employer-matching 401(k) retirement fund up to 9%
- 19 paid holidays each year
- 10 paid vacation days each year
- 12 paid sick/3 personal days each year
- Option for remote work up to 20%
- Onsite fitness facilities
- Office centrally located in North Central Austin off Mopac
- Close to ideal dining, shopping, and entertainment options

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

TLA is an Equal Opportunity employer. Personnel are chosen based on ability without regard to race, color, religion, sex, national origin, disability, marital status, or sexual orientation, in accordance with federal and state law.

**Applications close Nov. 12, 2021**

To apply please submit your resume, cover letter, salary requirements and availability to:

Shirley Robinson, CAE  
Executive Director  
Shirleyr@txla.org