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POSITION TITLE: ACCOUNT MANAGER
DEPARTMENT: MARKETING AND COMMUNICATIONS
REPORTS TO: AED MARKETING AND COMMUNICATIONS
FSLA: EXEMPT

POSITION FUNCTION

Maximize the Spine Education & Research Center (SERC) revenue generation through corporate support and donations (current target is approx. \$2 million annually) by obtaining new donors/supporters and enhancing existing relationships. Additionally, acquire funds for the Annual Research Fund and Spine Research Endowment Fund.

Secure major, multi-year sponsorship/donor agreements. Identify, cultivate, and steward corporate partnerships and development of major corporate gifts. Solicit sponsorships and facility rental contracts from companies and organizations; develop a business plan to enhance corporate sponsorship for NASS educational courses and research projects. Coordinate direct mail campaigns and personal follow-up to reach current and prospective corporate members annually as well as society members.

DUTIES AND RESPONSIBILITIES

- Develops a caseload of active corporate prospects and sets out and executes strategies for solicitation of these prospects.
- Actively develops new corporate business through networking, cold calling and following up on qualified leads.
- Creates and implements cultivation, solicitation and closure strategies to acquire major client partnerships that add significant value to the organization in the form of:
 - New clients to rent NASS educational facility
 - Equipment donations for the Bio-skills lab
 - Corporate sponsorships for NASS courses and conferences
 - Monetary donations/gifts/grants for: research fund, educational programs and facility.
- Develops and manages a business plan that includes development activities with set goals, objectives, budget, and deadlines.
- Provides a monthly summary report outlining development activities and results to the AED Marketing and Communications.
- Provides effective coordination of activities including client visits onsite and offsite to facilitate business partnerships.
- Maintains an effective program of stewardship of corporate partners.
- Investigates the economic conditions surrounding the corporate industry such as industry trends and competition.
- Assess client satisfaction and implements feedback to improve the development process.

- Promotes NASS' development and strategic priorities by developing excellent working relations with committee members, Director of Finance, education department and marketing department staff as well as the Bio-skills lab manager.
- Maximize the value of partnerships within the corporate sector.
- Maintains client information in CRM.

SKILLS NECESSARY

- Determines how best to develop and maintain effective relationships with corporate partners and determine when and how a corporation can be successfully solicited for a gift.
- Demonstrated ability to relate well to, and understand the needs and interests of corporations in order to develop relationships between them and NASS.
- Ability to guide and motivate volunteers to achieve objectives.
- Ability to participate in all aspects of the gift cycle.
- Able to work under pressure of deadlines and dollar goals
- Excellent oral, written and interpersonal skills required
- Must be able to travel around the region and to other areas of the country. Weekend and evening work will be required.
- Strong computer skills, including Microsoft Word, Excel, and PowerPoint; donor search software; database experience important.

MINIMUM EDUCATION

Bachelor's degree

EXPERIENCE

At least three years of successful, direct experience in development in a healthcare setting, including solicitation of major corporate gifts or five or more years of corporate experience in sales, marketing, planning or research in the healthcare industry.

RELATIONSHIPS (INTERNAL)

Staff in the following departments: education, finance, marketing, research; Spine Education & Research Center staff.

RELATIONSHIPS (EXTERNAL)

NASS Board of Directors, committee members, members, corporate contacts, prospects and society counterparts.

TRAVEL

Regional/domestic travel once a month on average

JOB CONDITIONS

Normal office environment.