

Job Posting

JOB TITLE: Sales Manager

REPORTS TO VP, Membership and Recreation

JOB SUMMARY

Reporting to the VP of Membership and Recreation, the Sales Manager has overall responsibility for developing and implementing the organization's sales strategy for all programs and services. This includes but may not be limited to: JCC membership sales, including corporate, family and individual memberships; the recruitment and sales of new memberships; the retention or upselling of existing members; advertising for the organization's various publications, program sponsorships and facility rentals. Working directly with the various department heads, including the Sr. Director of Marketing & Communications, this position oversees all aspects of the sales cycle and is responsible for meeting or exceeding sales revenue goals, developing/maintaining valued member and partner relationships, expanding the organization's current member base, and developing/maintaining professional selling skills.

The ideal candidate will be dynamic, high-energy, and persuasive. This position requires independent judgment, initiative and advanced administrative skills. To be successful, the incumbent must love getting to know people, building relationships, facilitating connections, and practicing innovative ways to build a welcome and inclusive community that reflects Jewish values. This position does not have any direct reports.

DUTIES & ESSENTIAL JOB FUNCTIONS

Sales

- Develop a well-documented sales strategy including internal and external marketing activities to achieve lead generation, referrals and sales for all programs and services offered by the Federation/JCC.
- Identify target demographics and community groups for acquisition and promotional campaigns.
- Work with department heads in generating seasonal acquisition and retention sales campaigns; as well as in-house sales, cross promotions and/or upselling (for supplemental programs and services).
- Generate new corporate partnership/sponsorship leads through cold calling and business to business prospecting.
- Develop relationships with local businesses and corporations resulting in new corporate membership sales, sponsorships and facility rentals.
- Evaluate sales trends and make modifications to sales strategies as necessary.
- Create and execute targeted on site events to generate new leads.
- Achieve or exceed sales goals.
- Ensure execution of annual membership plans through analysis and monthly reporting.
- Sell and steward facility rentals to meet or exceed budgeted goals.
- Report sales results and projections on no less than a quarterly basis, and as requested by the leadership team.
- Collaborate with the marketing department and department heads on how best to support growth of and advertisement of membership benefit and to promote special events, through digital and traditional marketing efforts; as well as expand the JCC's brand presence through community outreach.
- Identify a targeted list of community events, groups, and businesses to attract to the center. Collaborate on the plan for the list and facilitate execution and implementation.

- Promote the JCC to local businesses, selling corporate memberships, working with local Chambers of Commerce, Rotary, government agencies, local schools and organizations to promote membership.
- Assist in the development of strategy and quarterly goals and objectives towards achieving center-wide sales goals
- Track these relationships to increase memberships.
- Be a welcoming voice and face to each new prospect or community member: welcome, concierge, provide tours, and connect new members with current program offerings and services as needed.
- Represent the JCC at local tabling events as a key staff member to welcome prospective members or partners to the organization.
- Assists and provides support with training guest services staff and others, as needed, on effective selling and upselling techniques and practices – to improve ancillary sales and meet organizational revenue goals.

Retention

- In conjunction with the VP of Membership and Recreation, manage and execute membership and sales retention activities.
- Assist in the development of a retention strategy/awards system to maintain the current membership base.

Community Outreach

- Participate in market development and introduce membership, sponsorship opportunities and facility rentals to businesses in the Greater Harrisburg area.
- Develop promotional material, in collaboration with the Sr. Director of Marketing & Communications, to offer partnerships to local businesses.
- Host/Attend community outreach events.
- Develop relationships with local business groups to educate the community about the Federation/JCC, and the Grass Campus.
- Identify new opportunities for membership expansion in geographic areas currently being underserved by the Federation/JCC.

Facility Rental Planning & Execution

- Act as main operations point of contact for all facility rentals and experiences.
- Collaborate with cross-functional teams on planning rental event details.
- Responsible for finalizing rental event details with clients.
- Coordinate invoices with internal Finance team.
- Train team members to prepare event space for each facility rental.
- Participate in the creation of new experiences and rentals in collaboration with Marketing.

OTHER FUNCTIONS AND RESPONSIBILITIES

- Make independent decisions when necessary.
- Communicate on a regular basis with and support the guidance and direction of Sr. Leadership.
- Attend staff meetings as requested.
- Assist with special projects, events and promotions as needed.
- Punctuality and conducting oneself in a professional manner, as well as following workplace behavioral standards and policies, as outlined in the Employee Handbook, is required.
- Attend board meetings and make reports to Board when requested.
- Perform other duties as assigned.

REQUIRED QUALIFICATIONS

- B.S. or B.A. in a related field of study preferred plus three to five years' experience relevant sales experience; or an equivalent combination of education and experience.
- Experience working with a non-profit organization is a plus.
- Demonstrated effective written, verbal and interpersonal communication skills; team building orientation with specific strength in diplomacy and discretion.
- Strong interpersonal skills including customer service, relationship building and the ability to represent the Federation/JCC in a positive and professional manner.
- Demonstrated ability to work effectively, both independently and as part of a team.
- Strong support of Jewish values and institutions.
- Excellent writing and communication skills, including public speaking and presentation skills.
- Excellent organizational skills, meticulous attention to detail and follow-up.
- An ability and willingness to work occasional evenings and weekends as needed.
- Competence with Microsoft Office Software and Google Applications.
- Strong knowledge and experience with CRM systems.
- Ability to communicate effectively in English, both orally and in writing.
- Ability to calculate formulas, commissions, measurements, and percentages.
- Must be able to do a considerable amount of walking, standing, bending, and lifting up to 10 lbs., with or without reasonable accommodations.

CONDITIONS OF EMPLOYMENT

Must satisfactorily obtain and maintain all pre-employment backgrounds checks and reference checks.

TO APPLY

- Send a resume and cover letter to HR@jewishfedhbg.org, OR
- Visit our website for an application at <https://jewishharrisburg.org/career-opportunities>, OR
- Apply on Indeed [here](#), OR
- Stop in during normal business hours to complete an application at the Front Desk. Located at 2986 N. 2nd Street, Harrisburg PA 17110.

The Jewish Federation of Greater Harrisburg provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

If you need assistance in applying for this job, please call 717-236-9555.