



Canadian Golf Superintendents Association: Job Posting

National Sales Manager

The Canadian Golf Superintendents Association (CGSA) is expanding and currently seeks a National Sales Manager to join its experienced staff team. This newly created position will develop and execute marketing strategies to grow membership, member benefits, partner programs and events. Reporting directly to the Chief Operating Officer, the scope of responsibilities is national and can be effectively managed from a home office hub anywhere in Canada.

Essential Duties and Responsibilities include the following:

- Researching CGSA membership growth opportunities.
- Developing membership acquisition campaigns.
- Developing membership renewal strategies.
- Executing CGSA membership sales and marketing tactics.
- Contributing to the delivery of services to the membership.
- Contributing to the expansion of member benefits.
- Developing trade show marketing strategies.
- Leading trade show exhibit sales to industry suppliers.
- Servicing trade show exhibitors prior to, during, and post-event.
- Expanding CGSA sponsorship opportunities.
- Soliciting sponsorship of Conferences, Trade Shows, Fall Field Days and other CGSA properties.
- Ongoing servicing of sponsors and partners.
- Contributing to GreenMaster Magazine.
- Managing CGSA's Silent Auction strategy.
- Attending various golf industry events.
- Maintaining database entries in support of all prospects, clients and related stakeholders.
- Submitting tracking reports for all key initiatives.
- Building professional relationships with CGSA members, partners, and other stakeholders.
- Contributing to annual strategic plan and budget development.

Candidate Requirements:

- Post-secondary education in a relevant domain of expertise.
- Experience in B2B sales and/or association membership sales.
- Ability with Microsoft Word, Excel, PowerPoint, and related technologies.
- Competence in developing value propositions into effective sales proposals.
- Strong interpersonal, communication and presentation skills.
- Self-motivated drive to succeed in a fast-paced, independent environment.
- Understanding and passion for the golf industry preferred.
- Bilingualism is considered an asset.

The CGSA offers competitive salaries, performance incentives and various staff perks, and is an equal opportunity employer.