



DIRECTOR OF SALES AND OUTREACH

Reports to President/CEO
Salaried Employee - 40+ hours per week

Position Summary

We are seeking a dynamic, charismatic, highly engaging and results-driven Sales Director with an outgoing personality to lead our sales force and drive membership. This role is perfect for a confident, energetic communicator who thrives on building relationships, making connections and closing deals. The ideal candidate has a magnetic personality, enjoys networking and is passionate about expanding the association's presence.

This position is responsible for developing and executing strategic sales plans, generating community memberships and building strong relationships with key stakeholders to drive revenue growth. The ideal candidate thrives in a fast-paced environment, possesses excellent leadership skills, and has a proven track record of exceeding sales targets.

Why Join Our Team?

FSLA (Florida Senior Living Association) FSLA is Florida's only award-winning association exclusively representing assisted living, memory care and independent living communities. Our daily mission is to champion excellence in senior living, and we are looking for talented, team-oriented people like you to help us bring that vision to life. Each day we strive to create a positive and empowering team culture where people get to take ownership over their outcomes, work together in a supportive and family-oriented environment, and enjoy having fun in the process.

Key Responsibilities:

- Develop and implement sales strategies to achieve association goals and drive performance.
- Build and maintain strong relationships with clients and stakeholders.
- Identify new business opportunities and expand market presence with sponsors and industry partners.
- Drive ticket sales and attendance to workshops, and annual conferences.
- Sell ads and front page space for our quarterly ENGAGE magazine.
- Analyze sales data and adjust strategies accordingly.
- Collaborate with all staff to optimize sales efforts.

Minimum Qualifications:

- 5 Years of proven experience in sales, preferably with association experience.
- Strong communication and negotiation skills.
- Outgoing personality with the ability to connect with clients and inspire teams.
- Strategic thinker with a results-oriented mindset.
- Ability to work independently and meet deadlines while working in a friendly team environment.
- Able to commute to the office located in Tallahassee, Florida.
- Ability to travel locally as needed (5-10%)

Core Competencies:

- **Organized and Detail Oriented:** Can manage multiple tasks and projects, and is able to prioritize work and time effectively to meet deadlines and maintain efficiency.
- **Communicates Effectively:** Demonstrates strong written, verbal, and interpersonal communication skills that are adaptable to a wide variety of contexts and people.

- **Action Oriented:** Is a self starter that takes initiative, is comfortable making decisions in a fast-paced environment, and is able to work both independently and collaboratively towards the best outcome.
- **Member Focused:** Develops a deep understanding of stakeholder, industry partner, and community members needs in fulfillment of FSLA's mission to champion excellence in senior living.
- **Tech Savvy:** Utilizes office technology to manage calendars and email, and can produce spreadsheets to demonstrate effective outcomes of your efforts.