

NAFSA Association of International Educators Region X Position Description

Marketing and Development Representative and Designate

Term: Two years (one year designate, one year on team)

Appointment: By the regional Executive Committee in consultation with the current Marketing & Development Representative

Qualifications: A NAFSA member. Minimum of two years' experience in the field of international education. Must be knowledgeable about businesses and organizations with an interest in NAFSA, its regional activities and members. Must have institutional support for acceptance of responsibilities. Demonstrated commitment to the concept of professional development through participation in conferences and workshops. Ability to travel to potential regional conference sites.

Marketing and Development Representative Responsibilities:

- Coordinate with NAFSA and Region X team to develop conference sponsorships, exhibitor booth layouts, and meet NAFSA registration and systems deadlines.
- Update and develop exhibitor and sponsor materials associated with the regional conference for the website, promotional print material, and conference activity materials (such as Exhibitor Passport).
- Maintain professional and responsive correspondence with regional exhibitors and sponsors (during all stages- planning, implementing, and assessing) for the regional conference.
- Maintain a file of exhibitor and sponsor agreements/contracts; relevant resources/information; and list of potential sponsors, partners, exhibitors, and advertisers for various regional programs and activities.
- Identify and recruit new organizations or individuals for the regional exhibitor and sponsor list. Identify and develop potential new sources of income for the region with the goal of diversifying the region's income sources.
- Track sponsor activity of all regional events to aid further sponsorships and target sponsorship projects.
- Correspond and collaborate with Conference Chair and Conference Chair-Designate on progress and requests from exhibitors and sponsors.
- Work closely with hotel/convention center staff, Conference Chair, and Conference Chair-Designate on conference specific logistics including exhibitor floor plan, traffic increasing set-ups, sponsorship event arrangements, etc.
- Ensure positive exhibitor experience during conference. For example, personally greet all exhibitors and sponsors, encourage conference participants and team members to visit the exhibit hall, attend sponsored events, monitor expo hall catering/set-up implementation, and resolve logistical issues.
- Conduct a post-conference survey assessment of sponsors and exhibitors; evaluate responses and report to Executive Team; follow up with exhibitors and sponsors as needed.
- Serve as an active voting member of the regional team, participate in regional team meetings, join Executive Team calls to report on conference progress.

- Lead the relevant Exhibitor-related subcommittee of team and non-team members to assist with the conference and other sponsorship activities.
- Advocate for the exhibitor and sponsor conference experience at team meetings.
- Assist in identifying potential candidates for the position for the next term. Serve as mentor to successor. Keeping in mind NAFSA's Diversity and Inclusion Statement.

Commitment

Attend all team meetings, regional conferences, and when possible, the Annual NAFSA Conference. (Note that some regional team meetings may be held virtually at the discretion of the Chair):

- 4 Team Meetings: Spring Team Training (Feb-March); Team Meeting at Annual conference (May-June); Pre-regional Conference Meeting (October-November); Post-regional Conference Meeting (October-November)
- Annual NAFSA Conference (May-June): Attend Marketing & Development Representative and regional team meetings.
- Virtual Team Meetings (Throughout the year, but weekly leading up to the Regional Conference): Provide updates to team about marketing efforts and exhibitors for the regional conference.

Marketing and Development Representative Designate Responsibilities:

- Serve as Exhibitor and Sponsor Coordinator-Designate for the regional conference.
- Assist in maintaining a file of exhibitor and sponsor agreements/contracts; relevant resources/information; and list of potential sponsors, partners, exhibitors, and advertisers for various regional programs and activities.
- Assist in tracking sponsor activity of all regional events to aid further sponsorships and target sponsorship projects.
- Identify and recruit new organizations or individuals for the regional sponsor list. Identify and develop potential new sources of income for the region with the goal of diversifying the region's income sources.
- Correspond with Conference Chair and Conference Chair-Designate on progress and requests from exhibitors and sponsors.

Commitment

Attend all team meetings, regional conferences, and when possible, the Annual NAFSA Conference. (Note that some regional team meetings may be held virtually at the discretion of the Chair):

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