



## PPAI JOB DESCRIPTION

### Manager, Regional Relations

Assist 27 regional associations in creating healthy, self-sustaining practices, using tools for membership, education, tradeshow, social media, association management and any other emerging topics. Develops and executes strategies, plans and programs that enhance the effectiveness of the Regional Association Council (RAC) and PPAI's Regional Affiliate Program as it supports PPAI's goals.

#### Reporting Structure

Reports To	Title	Department
Carol Gauger	Director	Member Engagement and Regional Relations

#### Job Status

FSLA Status (E/ NE)	E
SOC Code	
Job Status (FT/PT/Temp)	FT
Daily Schedule (Flex N-Flex)	FLEX

#### Essential Functions and Key Responsibilities

1. Maintains on-going, collaborative communication with the regional community answering questions, identifying trends, developing materials and building consensus with the regional community.
2. Works collaboratively with the Regional Association Council in staff liaison role to develop programs and services that benefit the regional community. Provides continuity in messaging, support, and activities to ensure on-going focus , success, consistent governance practices related to Bylaws and P&P, meetings, minutes and district elections.
3. Develops content, secures speakers and contributes to messaging of the RAC Leadership Development Workshop (LDW) and supports, year-long content to train and support regional leadership.
4. Primary content manager for variety of programs to develop and deliver professional development of regional leaders and executive directors.
5. Serves as lead for data collection, compilation, and trend identification as part of the regional benchmarking project to maximize strategic opportunities, educational, and content needs and early identification of associations in need of assistance.
6. Responsible for implementing annual dues mailing to all regional associations and reporting for the RAC treasury (i.e. dues collections, expenses, developing monthly activity

statements and budgets).

7. Provides direction for RAC website content to ensure visibility, relevant content and information to educate and enlighten the industry about regional community programs and services.
8. Contributes content and resources on Promo Connect as the primary, online resource and access to best practices, templates, and shared content for regional association volunteer leaders and executive directors.
9. Assist regional associations and the Regional Association Council in growing effectiveness through board optimization, strategic planning and development of ad-hoc training.

### **Secondary Responsibilities**

1. Executive Director to the Promotional Products Disaster Recovery Foundation.
2. Provides staff support to RAC committees/taskforces by providing advice and guidance to the committee/taskforce chair and members, implementing recommendations and completing follow-up reports and correspondence on behalf of the group.
3. Serves as a primary contact for staff, members and potential members seeking information about regional associations.
4. Manages diverse projects as requested by the Director of Member Engagement and Regional Relations (e.g. charity events, internal projects, planning committee needs, etc.).
5. Supervises and provides Regional Relations Assistant with guidance to support deliverables of regional community and department.
6. Other duties as assigned by the Director of Member Engagement and Regional Relations.

### **Association Wide Responsibilities & Values:**

(expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization.
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

PPAI,  
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Equal Opportunity Employer

### Non-Essential Functions or Responsibilities

1. Serves as primary interface with PPAI Marketing department.
2. Evaluates Regional Relations, Regional Association Council and Regional Affiliate Program products and services for clarity, usefulness and PPAI ROI.
3. Participates in education and content to assist Regional Relations, regional boards and executive directors with accurate and up-to-date information.
4. Managing monthly conference calls (agenda, minutes), volunteer training, strategic plan, district elections and various projects.
5. Bringing Regional Relations to PPAI staff with opportunities to share back and forth.

### Education Requirements for Enter Position

School/Certification Authority	Degree/Certification	Major/ Minor
University: Required	BA/BS	Management, Business, Communication, Nonprofit
Certification: Preferred	CAE	
Graduate School: Desired		Management, Business

### Experience Requirements

Type of Work	Years of experience	Depth of Experience	Other Details
Association: Preferred	3 – 5 years	Working knowledge of internal association make-up and processes, specific to management and membership	Know how the Association works and the difference from for-profit entities
Teaching/Training: Preferred	2 years	Design and teach various subjects	Research, design, teach and sell
Project/Program Management: Preferred	3+ years	Envision, design and implement plans	Present to all levels of business and membership

### Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's	Other Details
Understanding association management	3+	Work with each level and group within the association and know how each	

		area effects and works with the other	
Understanding and creating organizational structure	1+	Design and develop outside and inside structures of organizations	Mentoring and managing others within authority and without
Writing Skills	5+ years	Able to properly develop topics, research and put into presentations, articles, memos and letters	Research, history and writing ability
Presentation experience	5+	Able to properly develop ideas, research and put presentations together for maximum impact	PowerPoint, presentation skills, knowledge of subjects, working a room
Staff management	8-10 years	Manage all staff members to maximum capability	Understand people, counseling skills, mentoring and understanding how all jobs fit together
Comfortable in leadership role	5 years	Able to lead without force, understand what a leader is and is not	Skills in coaching, mentoring and understanding people
Big picture thinking, visionary	Given	Able to see the who, what, when, where and how's of an organization's current and future paths to success	Able to see the future path given current situations and how to create change

**Physical Requirements:**

- \*Sitting: 8 hours per day in office / minimal on-show site
- \*Standing: minimal in office / 8+ per day on show site
- \*Lifting: 25# infrequently
- \*Pushing/Pulling: Infrequently
- \*Bending/Stooping: Infrequently
- \*Extended work hours, extended weeks (endurance requirement): Yes

**Work Environment:**

- \*Office environment: Yes
- \*Trade show floor or event venues: Yes
- \*Temperature controlled: Yes
- \*Travel: Must be able to travel away from home

## Professional Development Plan

**Job Title**

### Training/Development/Education Requirement(s)

<b>Title</b>	<b>Key KSA's covered</b>	<b>Expected Completion</b>
Presentation Effectiveness	Presentation skills, speaking in public	6 months
Leadership	Mentoring, coaching, leading with authority	1-2 years
Public Speaking	Presentation skills, influencing others	6 months
Supervisory Management	How to manage people to success	1-2 years
Time Management	Manage time in and out of office	Immediately
Conflict Resolution	Understand issues, dispute resolution	1-2 years

### Succession Plan Options (Potential next steps from this position)

<b>Job Title</b>	<b>Department</b>	<b>Experience in current Job</b>	<b>Skills, Education, Abilities, Knowledge needed</b>
Director	Regional Relations	5 years	Management of people, strategic thinker and all skills listed under Director job description