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**Engagement Specialist**

The American Printing House for the Blind (APH), a world leader in empowering people who are blind or low vision by providing accessible and innovative products, materials, and services for lifelong success, is seeking an Engagement Specialist to support our webinar, conference, and customer outreach efforts.

We are looking for a detail-oriented sales and marketing professional with the ability to think creatively, draft clear and compelling communications, and provide oversight of APH’s engagement at conferences and exhibits, with a goal of increasing awareness of our organization, its brand and mission in the field of blindness and low vision.

The Engagement Specialistwill work with our Director of Social Enterprise (Sales) to develop opportunities for APH products and services (including in-person and virtual events) for teachers of the visually impaired, orientation and mobility experts, consumers, and other professionals who serve students who are blind or low vision. This position will also support activities including but not limited to building quotes, prospecting, and follow-up with clients and consumers of the agency's products and services.

***Remote work is possible dependent upon experience.***

# MAJOR DUTIES AND RESPONSIBILITIES

**Conferences and Events**

Works with the Director of Social Enterprise, Senior Director of Engagement and Experience, and APH staff to oversee APH’s engagement in conferences including both exhibits and presentations.

Works with staff across APH departments to support their participation in conferences and events ensuring the correct products are displayed, and participants are adequately prepared to engage audience.

Leads effort to build and maintain exhibit and presentation standards that align with APH brand.

Prepares and plans for conferences including:

* Targets conferences and events to participate in yearly.
* Sets conference goals and objectives.
* Collaborates with Logistics Support Coordinator to complete conference and event registration, sponsorship, and presentation documentation.
* Tracks pre-conference tasks to be completed by team members.
* Posts information about APH conference participation for the benefit of APH staff.
* Sets up and dismantles exhibit space.
* Participates in conference events and presentations as needed.

Engages with conference attendees, including discussion and demonstration of APH products and services at in-person and virtual events.

Works with the Director of Social Enterprise to generate sales and follow up on leads from inbound calls, planned events, conference activities, and webinars.

Activities could include but are not limited to:

* Drafts blast emails for pre-/post- conference/webinars communication.
* Conducts outbound calls to clarify needs, interest, to share information, and follow-up on opportunities.
* Investigates, targets, and documents non-traditional audiences for APH products and services.

Prepares for conferences and events through the following:

* Develops staff schedule.
* Drafts product talking points.
* Provides product training and/or assigns product training to other APH project leaders.
* Creates contact list for conference staff.

**Webinars**

Works with APH staff and APH partners to develop a six-month schedule of informational webinars for clients and consumers of the agency.

Schedules and implements informational product webinars in collaboration with the Marketing and Social Enterprise team.

**Products**

Maintains extensive working knowledge of APH products for the purpose of demonstration and development of materials used at conferences and in webinars.

Collaborates with Logistics Support Coordinator, product managers, and customer service to ensure inventory of APH products are in good working order for use at conferences and events and for client loans.

**Consumers and Clients**

Utilizes customer related management (CRM), enterprise resource planning (ERP), and project management systems to assist the Social Enterprise team in sales operation activities including:

* Creating quotes.
* Engaging in client communications (email, phone, onsite presentations).
* Maintaining database.
* Tracking opportunities.
* Completing projects.

# EDUCATION, TRAINING, AND EXPERIENCE REQUIREMENTS

* Bachelor’s degree in marketing/sales or related field required. Strong preference given to candidates with experience in education and/or in the field of blindness and low vision. 2–4 years of relevant experience may be considered in lieu of education requirements.
* Experience as a presenter at workshops, training sessions, conferences, and seminars. Experience in sales, education and/or adaptive/assistive technology a plus.
* Strong written and oral communication skills required.
* Working knowledge of appropriate computer applications to develop a variety of materials for presentations and consumer engagement, such as Power Point, Google Slides, Adobe Acrobat etc.
* Working knowledge of customer-related management systems such as Salesforce, SugarCRM, or HubSpot.
* Excellent knowledge of MS Office, especially Outlook, Word, SharePoint, Teams, and Excel.
* Working knowledge of webinar software platforms such as Zoom, Skype, Google Hangout, or GoToMeeting.
* Strong interpersonal skills for working with APH staff of all levels, APH customers, and professionals in the field of blindness.
* Ability to work independently with minimal daily supervision.
* Frequent travel is required; will be traveling approximately 3–5 days per month at specific times of the year.
* Can lift 25 pounds (Conference set up and tear down).

# COMPENSATION

$48,000 – $60,000 | Salary is negotiable, based upon experience.

**To apply**, [click here](https://www.paycomonline.net/v4/ats/web.php/jobs/ViewJobDetails?job=111502&clientkey=37466F7380F198CC901A032728F0ABA7). If you have trouble accessing the application through Paycom, please contact Ryan Ward at [rward@aph.org](mailto:rward@aph.org).

***APH IS A DRUG FREE WORKPLACE. An offer of employment is conditioned upon successfully passing a drug screening test.***

All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, national origin, place of birth, religion, sex, sexual orientation, gender identity, age, disability or protected veteran status.

***EOE/AA/M/F/Vet/Disability Employer***