

# Director of Financial Development

## Section on Women's Health-APTA

**Position:** Board of Directors member, Section on Women's Health.

Elected to office by membership vote.

**Term:** 3 years. May serve up to 2 consecutive terms.

### WHAT DO I HAVE TO DO?

1. Coordinate and organize solicitation of funds
  - a. Produce non-dues revenue for the Section
  - b. Work directly with the Director of Communications and Director of Marketing and Business Development to produce ads that are accurate and timely
  - c. Supervise ads in the Section's electronic communications including newsletters and e-blasts.
  - d. Supervise web ads and social media ads
  - e. Seek vendors to advertise with the Section in various capacities
  - f. Seek vendors to sponsor our educational offerings at conferences and courses
  - g. Seek vendors to be Regional Course Donors to support the Section's Regional Courses
2. Develop and maintain relationships with possible partners in industry with the goal of encouraging their financial commitment and support of the Section
  - a. Vet all potential vendors, organizations, endorsements, conferences, products, etc to ensure alignment with the mission, vision, and strategic plan of the Section.
  - b. At conferences and other events, solicit the support of new vendors and ensure the continued support of existing vendors in-person.
  - c. Thank and ensure ongoing support from vendors that already support the Section. Maintain and/or advance current revenue streams from these vendors.
  - d. Recommend which vendors may need special recognition from the Board, and be present at these recognitions if applicable
  - e. Re-evaluate contracts as needed and ensure all contracts are up to date on current and on-going agreements with vendors and organizations
3. Attend Meetings:
  - a. CSM: 5 days, including the pre-conference Board of Directors meeting. The conference days are mainly spent in the Exhibit Hall with vendors to build and maintain relationships.
  - b. Spring and Fall Retreat: 3-4 days each
  - c. 1-2 Board of Directors phone conferences per year: about 2 hours each
4. Communicate with the membership
  - a. Annual report due by December each year
  - b. Quarterly reports submitted to Executive Board
  - c. Prepare and submit items that need to be included in the Newsletter or other Section communications

### TIME COMMITMENT

- CSM: in December-January leading up to CSM, 4+ hours per week soliciting ads and sponsorships, with some need for phone calls during the day to vendors. The first two weeks immediately following CSM, 8+ hours to follow up with vendors and initiate the process for their advertising contracts.
- Approximately 1-2 hours of preparation per meeting (Board of Directors Retreat, CSM/NEXT, conference calls), including submitting board report, agenda items, and budget,
- Approximately 4 hours weekly of phone calls and emails/electronic communications to vendors and organizations, board members, Section members, and committees that fall under the Director of Financial Development position,

#### **SO DO I HAVE THE RIGHT ATTRIBUTES FOR THE JOB?**

- Ability and desire to foster partnerships between the Section and industry
- Be comfortable discussing and negotiating monetary contracts with vendors
- Vision and creativity for creating new revenue opportunities
- Ability to critically appraise products, companies, and organizations to determine appropriateness for working with the Section
- Organization and attention to detail
- Excellent communication skills, specifically with promptness and thoroughness of answering phone calls and emails

#### **SO WHY SHOULD I DO THIS?**

- Integral part of increasing the Section's revenue to ensure the Section is able to carry out and complete goals within the mission, vision, and strategic plan
- Add to the experience of both Regional Courses and Conferences for the Section Members in attendance
- Learn about new technology, resources, and products that are relevant to pelvic health and beneficial to the Section members
- Opportunity to serve as a leader in the Section, and develop your leadership skills

#### **MATERIAL BENEFITS:**

- Free tuition to CSM pre-conference
- Hotel, flight, and per diem for CSM
- Hotel, flight, and per diem for Board of Director retreats
- Professional development opportunities based on need that are specific to the position