

Pregnancy Loss and Infant Death Alliance



Marketing and Development Manager

Pregnancy Loss and Infant Death Alliance, PLIDA, serves as leaders in perinatal and neonatal bereavement care. This is accomplished through providing education, advocacy, and networking to our membership base of health care providers and parent advocates. Our mission to provide the highest quality of consistent evidence-based care for all families has a unified international presence. PLIDA's goal is to be the central place for care giving professionals, parent advocates, members of the media and policy makers to share information on the professional care of families experiencing a perinatal loss. PLIDA also organizes the biennial International Perinatal Bereavement Conference.

The Marketing and Development Manager collaborates with PLIDA's Board of Directors, Committee Chairs, Sponsors, Exhibitors, donors, and PLIDA staff. This position leads the initiative for obtaining sponsorship and exhibitors for PLIDA's biennial International Perinatal Bereavement Conference; assists the Advancement committee with securing grants; and supports efforts for marketing and membership. The PLIDA Marketing and Development Manager is a member of PLIDA paid staff and reports to the Executive Director and/or PLIDA President.

JOB DUTIES

- Solicit fundraising and sponsorship opportunities to meet a specific goal
- Acquire, nurture, and manage relationships for conference sponsors and exhibitors
- Support the PLIDA Board on implementing tasks outlined in the strategic plan, including fundraising, advancement, and membership initiatives
- Attend weekly or monthly Zoom meetings: Board of Directors; staff meetings; and committee meetings
- Collaborate with PLIDA Business Manager to develop and implement new ways to increase membership and retention
- Manage the marketing calendar to ensure it aligns with PLIDA's calendar of events
- Cultivate and solicit corporate fundraising opportunities with the Advancement Committee
- Attend national event to generate sponsorships and increase membership for PLIDA
- Assist in gathering content for the quarterly newsletter in collaboration with the PLIDA staff
- Travel to each Biennial International Perinatal Bereavement Conference (location changes each conference)
 - Point of contact for all sponsors and exhibitors before, during, and after the conference
 - Collect sponsor logos/descriptions for marketing and social media purposes
 - Create an Exhibit Hall layout/booth assignments
 - Maintain open communication to exhibitors before, during, and after the conference
 - Coordinate sponsorship and exhibitor related logistics with the hotel
 - Work with onsite bookstore to coordinate this portion of the conference
 - Oversee the Exhibit Hall during the conference
 - Assisting the co-chairs in collecting door prizes and raffle donations
 - Assist with IT and speaker needs throughout the conference

EXPERIENCE

- At least 5 years of relevant experience
- Personal track record of success in reaching and exceeding fundraising and sponsorship goals
- Proven ability to establish objectives, set performance standards, maintain organization, and self-motivate to reach goals
- Strong communication skills, both oral and written
- Exceptional interpersonal skills and the ability to develop relationships of trust and respect with PLIDA members, colleagues, volunteers, and sponsors/exhibitors, and donors
- Commitment to building a welcoming, inclusive, and equitable community where all can thrive