

## **Title: Manager of Speaker Relations**

### **About GDA Speakers:**

One of the nation's top speaker bureaus representing more than 4,000 speakers and entertainers and providing clients with full speaker representation, event management, and promotional services.

### **Job Description:**

Operates under little supervision and serves as the primary point of contact for all speaker-related information with an emphasis on excellent service. Responsible for the integrity, quality, and accuracy of speaker-related information on GDA Speakers web portals, Speaker Resource Center, and CRM tool (a.k.a. enterprise systems). Establishes and maintains relationships with our high priority speakers. Serves as the primary point of contact to vet new speakers. Owns and caters to the GDA Exclusives program and its' speakers. Is the primary point of contact for incoming GDA Exclusive Speaker requests from other bureaus. Provides proposal support for all sales opportunities.

### **Areas of Responsibility:**

#### *Professionalism:*

- Serve as a model of professionalism in dealing with other team members, clients, speakers, prospects, vendors, and organizations
- Uphold the goals and brand of GDA Speakers through words, actions, and appearance
- Serve as the model of attendance in arrivals and departures

#### *Teamwork:*

- Understand the scope and breadth of your role.
- Identify the touch points between your role and the other organizational roles to better understand the intersections and dependencies
- Effectively collaborate and communicate expectations and outcomes
- Offer support, when available, to help others achieve their stated goals
- Solicit support, when needed, to achieve your stated goals

#### *Business Acumen:*

- Act as the general manager of your area(s) of responsibility; own the actions and the outcomes
- Expect excellent results from yourself and your teammates; strive for excellence in all interactions
- Deliver on your commitments in a timely manner
- Treat the company finances as you would your own

#### *Productivity Tools:*

- Advanced knowledge and demonstrated ability in the following software tools:
  - Microsoft Word
  - Microsoft Excel
  - Microsoft Outlook
  - Microsoft PowerPoint
  - Microsoft Business Contact Manager (BCM)

- Joomla Web Content Portal administration and maintenance
- YouTube channel management
- DocuSign

### *Communication Skills:*

- Strong written, verbal, and presentation skills
- Strive to over-communicate

### *Speaker-related Content:*

- Serve as the primary point of contact for all speaker-related information
- Research new speakers for sales team. Collect and add all relevant information to our enterprise systems.
- Share speaker updates with team on weekly basis for high priority and radar speakers
- Share time-sensitive speaker updates with team as warranted for high priority and radar speakers
- Collaborates with marketing to ensure speaker content is promoted through proper channels
- Responsible for accuracy and timely refresh of the Speaker Matrix Quick Reference Guide

### *Proposal Support:*

- Primary point of contact for all proposal support activities
- Responsible for maintaining the highest level of quality, accuracy, and integrity for all content included in proposals and are reflective of the GDA Speakers brand and standards
- Manage daily priorities efficiently to ensure proposals receive top priority and are delivered to the sales team within the agreed upon timeframes.
- Create and maintain the repository of reusable proposal content to ensure efficiency and timeliness of proposal development.

### *New Speaker Vetting Process:*

- Establish/maintain and follow rigorous process for vetting new speakers
- Communicate process to all team members
- Ensure process is followed within the agreed upon timeframes
- Ensure documentation exists within CRM to support vetting decision
- Create and utilize communication channel(s) with team to ensure they are aware of the newest speakers being added and provide relevant “selling points”.

### *Client Visit Criteria:*

- Establish and propose the criteria for speaker visits to GDA Speakers office in Dallas that is based on their relevance and “value add” to our organization
- Finalize criteria and communicate new guidelines to the GDA Speakers team

### *Speaker Self-service Login and Update Capabilities:*

- Own this process and develop rollout strategy that allows speakers to login and update their own content on our website
- Develop audit process to ensure that content that is being updated is correct and reflective of the GDA Speakers brand
- Develop reporting metrics to measure the effectiveness and usability of this feature

### *GDA Exclusive Speakers:*

- Serve as the primary point of contact for oversight and ongoing development of the GDA Exclusive Speakers program
- Establish self as the liaison for the members of this community; establish high expectations and strives to achieve 100% satisfaction from its members
- Effectively communicate what the members of this community can expect from this role
- Coordinate closely with the Agent of Record for each speaker to ensure continuity and consistency
- Ensure that GDA Exclusive Speakers are well promoted and positioned
- Establish a strong, professional relationship with the speakers in this category to build and maintain a sense of community and inclusion
- Develop a communication channel to uniformly communicate to the members of this community
- Implement programs to further strengthen these relationships (i.e. Annual Exclusives Forum)

### *Bureau Concierge:*

- Serve as the primary point of contact for all bureau inquiries related to GDA Exclusive Speakers
- Ensure GDA Exclusive Speakers are well promoted and positioned with other speakers bureaus
- Develop and implement a program to keep other bureaus aware of our exclusive speakers. This may include activities such as office meet and greets, video greetings and promotions, invitations to hear them speak live (where appropriate), etc.
- Use best-practice methods of password protection to ensure materials under your control are secured

### *Competitive Intelligence:*

- Frequently review competitors' websites in order to gain insight into their new exclusives and speakers they actively promoting
- Scan global and national headlines to stay abreast of the trending topics and newsmakers
- Follow the trending authors on The New York Times bestseller list and communicate to team any important findings (for example, newly released books by one of our high priority/radar speakers)

### *Documentation:*

- Develop and maintain thorough process and procedure documentation for all major areas of this role. These include, but are not limited to, the following areas:
  - High Priority/Radar Speaker content
  - Proposal Support
  - New Speaker Vetting
  - GDA Exclusive Speakers Program Oversight
  - Bureau Concierge
- Create a physical binder and complementary online repository where this information will reside

### **Education Requirements:**

Bachelor's degree

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