

IEA Managing Director – Job Description

Revised 8/12/2019

Main Objective: To promote the growth, reach, and effectiveness of the IEA through the management the Association. The Managing Director will serve as the main support of the IEA Board with a common goal to promote the sharing of business leads, business exchanges, and business referrals on an international level between and among the members of the association.

Communication

- Manage necessary IEA communications between members, non-members, EDs, local and national Board of Directors.
- Manage new member application process to include: application submission, voting, and approval.
- On-board new member associations by providing welcome information and connecting them to IEA resources.
- Provides start-up chapter support for new EAs including sample by-laws and chapter management guidelines.
- Regular status meetings with IEA President to discuss pertinent association information.
- Facilitate a quarterly conference call with local EDs to share best practices - with an overall goal of improving all aspects of local EAs while reinforcing the value and impact of IEA membership.

Administration:

- Compile and maintain updated distribution lists of IEA Board, chapter members, and non-members.
- Responsible for attending, planning, and execution of bi-annual Board meetings to include minute taking and agenda creation/distribution.
- Facilitate board elections at annual conference.
- Establish and maintain a valuable IEA social media presence to include: member accolades, new member announcements, ambassador call information, association updates and more.

Committee/Chair Support: Serve as a resource for IEA Committees/Chairs: prepare and offers insights, supportive feedback as needed.

- **Recruitment:**
 - Engage and assist with recruitment efforts of non-member associations through outbound communication and marketing strategies.
- **Marketing:**
 - Assisting with creating and updating IEA marketing materials.
 - Create and send monthly e-newsletter.
- **Finance/Non Dues Revenue:**
 - Maintain on-going and up-to-date communications with book-keeper and Treasurer.
 - Assists with annual budget completion.
 - Follow-up communication to delinquent chapters and communication of non-payment to Board.
 - Communicates and supports non-dues revenue efforts and ideas and assists with execution of outside sponsorship contracts.
- **Technology:**
 - Regular interaction with webmaster to maintain IEA web site data and member database.
- **Conference:**
 - Provide assistance, support, and recommendations to the annual conference host city committee.
- **Ambassador:**
 - Assist with the promotion and execution of the IEA Ambassador program.
- **Networking:**
 - Assist with networking and business exchange efforts.

Travel Requirements: Managing Director is expected to attend two annual events: Mid-year Board meeting and IEA Annual Conference. Travel expenses to be covered by IEA.