



# Institute of Management Accountants India Private Limited

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## Relationship Development Manager - IMAIPL

Reports to: Director of Operations, IMAIPL

Location: Mumbai, India

Date: 01 October 2023

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### ABOUT IMAIPL:

Institute of Management Accountants India Private Limited (IMAIPL) is a general marketing, promotional and support service entity. It has an exclusive contract with the Institute of Management Accountants in the U.S. (IMA) to provide services that include identifying opportunities relevant to the IMA mission, promoting the management accounting profession, creating awareness of IMA's certification programs, carrying out liaising activities and providing limited auxiliary services to IMA members and chapters in India. These auxiliary services include organizing conferences, workshops, exhibitions and other networking events and extending opportunities for continuing professional development.

### ABOUT IMA:

IMA, the association of accountants and financial professionals in business, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Headquartered in the United States, IMA supports the global profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking, and advocacy of the highest ethical business practices.

### POSITION SUMMARY:

Reporting to the Director of Operations, IMAIPL, the Relationship Development Manager will be responsible for developing and maintaining relationships with an extensive network of key business entities, including government, corporate, universities, colleges and training providers in India, on behalf of IMAIPL's client: Institute of Management Accountants (IMA). Works to increase business opportunities and thereby maximize IMA's reputation and opportunities to build membership and CMA candidates in the region.

IMAIPL's Relationship Development Manager will manage existing relationships and ensure they stay healthy and positive. He or she also works with course providers to maintain positive business relations.

### KEY RESPONSIBILITIES:

- Develop strategies and plans to serve IMA members in a way consistent with the goals of IMA.
- Responsible for developing corporates, universities, colleges, and training providers relationships in India.
- Identify potential individuals, organizations, and institutions that could benefit from IMA membership and its resources.



## Institute of Management Accountants India Private Limited

- Stay informed about industry trends, market demands, and competitor activities. Provide insights to leadership for continuous improvement of IMA's offerings and member value proposition.
- Present the benefits of IMA products and services and work to enhance existing relationships.
- Represent IMA at relevant industry events and conferences.
- Prepare regular reports for management, highlighting trends, opportunities, and challenges.
- Attend related events, such as conference and seminars, and provide feedback and information on current market and creative trends.
- Work with IMA Global staff, IMA regional office teams, and internal IMAIPL colleagues to meet expectations and business needs.
- Support marketing and communication activity in related areas.
- Collaborate with IMA team for marketing and communications, key account management, academic relationships, CMA and CSCA exams, and administrative duties.
- Facilitate networking opportunities and engagement events to enhance member satisfaction and retention.
- Deliver Info Sessions/Presentations and provide information and assistance to individuals interested in pursuing IMA certifications.
- Other duties as assigned.

### **KNOWLEDGE, SKILLS, ABILITIES and OTHER REQUIREMENTS:**

- Bachelors' degree with minimum five years related work experience in corporate development.
- Degree or credential in accounting (such as CMA, CPA, CA) preferred
- Excellent communication and presentation skills
- General computer proficiency (MS Office).
- Experience managing multiple projects simultaneously.
- Prior association experience as volunteer or paid staff an advantage.
- Have good business acumen and a keen insight into market feedback.
- Strong sense of teamwork and collaborate well with team players.
- Ability to travel domestically and abroad

#### ***Our Diversity and Inclusion Commitment***

Fundamental to our core values, IMAIPL is committed to creating and nurturing a diverse and inclusive member community, accounting and finance profession, organizational workplace, and partner network and to fostering mutual respect between individuals.

IMAIPL embraces a culture of open-mindedness and encourages multiple perspectives to enhance our collaborative solutions, drive innovation, and create and deliver value in all that we do