



The Association of  
Accountants and  
Financial Professionals  
in Business

## Strategic Partnerships Manager - Corporate

Reports to: Director, Business Development

Department: Business Development

Classification: Exempt

Division/Region: Americas

Date: May 12, 2023

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### Position Summary:

The Strategic Partnerships Manager will be responsible for developing and maintaining business relationships with an extensive network of key business entities throughout the US. The successful candidate will work to increase business opportunities and thereby maximize IMA membership and CMA candidates in the region.

IMA's Strategic Partnerships Manager will also manage existing partners and accounts and ensure they are well served and continue to support the CMA program. They will call on potential partners and must be able to make presentations on products and services that meet or predict the clients' future needs. They will also work with other members of the IMA team to increase the number of CMA candidates working towards achieving their CMA.

### Position Responsibilities:

- Responsible for business development in the US as part of the global business development team
- Develop strategies and plans to grow the IMA business (e.g., drive new membership and CMA candidate growth) in a way consistent with the goals of IMA and its members
- Prospect for potential new clients and turn this into increased business
- Identify opportunities for campaigns, products and partners that will lead to an increase in sales
- Utilize IMA thought leadership materials and products to positively influence the target audience
- Build relationships with key business entities: corporations, government entities, non-profit organizations, etc.
- Continue to expand the network of IMA corporate partners
- Track and record activity on accounts and help to close deals to meet these targets
- Attend related activities, 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 other internal colleagues to meet customer needs

- Collaborate with the global IMA team to ensure effective marketing and communications, key account development, and CMA and CSCA exam growth

**Position Requirements:**

- Bachelor's Degree required
- Strong sales consciousness and market development ability. Related experience in selling education, professional development programs, and/or professional services OR business development experience with an association background is preferred.
- Strong Microsoft Office skills
- Keen market insight and analysis ability with strong business negotiation ability is preferred.
- Ability to work well independently in a high achieving and goal-oriented position
- Excellent interpersonal, written and oral communication and public speaking skills.
- Ability to organize and prioritize work to meet objectives and deadlines
- Teamwork oriented
- Results driven
- Ability to travel (approximately 25%)