



NAMM requires a dynamic, professional, personable, highly organized, problem solving, self starting team player to aid NAMM in achieving its mission as defined by the current long range strategic plan: *to unify, lead, and strengthen the global music products industry and increase active participation in music making.*

POSITION DESCRIPTION

Position Title: Director of Market Development

Department: Market Development

Classification: Exempt

Approved by:

REPORTING RELATIONSHIPS

Position Reports to: President / CEO

Positions Supervised: Market Development Project Managers

POSITION PURPOSE Expand markets for music products and services and communicate the benefits of active participation to enlarge the portion of the population that makes music and understands the value of music making.

NAMM, as a professional service organization, requires a qualified individual with highly developed interpersonal and leadership skills. Key requirements include: Excellent organizational, customer service, personnel, project management, and marketing skills. Interaction with the membership, staff, administration and board members as well as the general public on a daily basis; plus public speaking, presentation skills, and a strong desire to represent NAMM in the most professional manner.

The Director must demonstrate the flexibility to work in a team environment and be willing to support all other projects and activities as directed by the President to achieve the mission of the association. Significant music products industry executive level experience is a must. Regular attendance is an essential function of all NAMM positions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Fully responsible for leading and administering NAMM's Market Development activities, projects and programs (including planning, budgeting, product offerings and strategic partnerships).
- Responsible for management of Market Development Staff
- Serve as staff liaison leading NAMM's Market Development Committee including meeting preparation and related committee activities.
- Serve as staff liaison to other groups or organizations as determined by the President/CEO
- Responsible for development and implementation of a master plan in accordance with NAMM's long range strategic plan.
- Responsible for developing detailed market development strategies and plans which benefit NAMM's members and expands the market for music products.
- Responsible for developing and marketing related tools, materials and campaigns for Market Development.



- Create and deliver presentations promoting NAMM initiatives and programs to gain greater member participation and awareness of NAMM activities within the Industry and with outside partners.
- Write articles, guest editorials, speeches and correspondence supporting related activities for the director and for the President/CEO.
- Responsible for identifying, developing, and maintaining strategic relationships with other organizations where such affiliations have benefit to the NAMM membership and related market expansion opportunities (i.e. Fortune 500 Companies, etc.).
- Utilize NAMM's Trade Shows to highlight programs and initiatives designed to expand the market for music and sound products
- Coordinate the communications plan for all department activities with the Marketing & Communications Director and others as appropriate
- Write articles, guest editorials, speeches and correspondence supporting related activities for the director and for the President/CEO.
- Represent NAMM at industry meetings as directed by the President/CEO.
- Carry out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.
- Must be able to organize, prioritize and coordinate distribution of workload to others in the department and prepare for peak activity by maximizing efficient use of time and personnel.
- Must be willing to travel and work at various trade shows and events.

Other duties, not specifically listed in this job description, may be assigned at the discretion of NAMM's President/CEO.

Education/Certification:

- Bachelor's degree (B. A.) from four-year college or university plus four or more years of executive level experience in market development or similar field; or eight to ten years related experience and/or training; or equivalent combination of education and experience

Skills/Abilities:

- Knowledge of the music products industry is required
- Proven creative and visionary marketing skills
- Excellent public speaking skills and experience
- Proven track record of initiating and implementing market building programs
- Proven experience with creating successful retail promotions
- Proven ability to influence and partner with business leaders
- Demonstrated management/supervisory experience
- Proven ability to successfully work as a team member and to build and maintain a positive work environment with all levels of the organization
- Proven knowledge of business office practices and protocols of a business environment
- Professional appearance and attitude
- Team oriented (collaborative work style)
- Excellent interpersonal skills
- Excellent customer service skills



- Excellent grammar and proofreading skills
- Self starter, high energy and able to function at peak performance under pressure
- Must be able to organize and prioritize projects and efficiently carry out workload, maximizing the most efficient use of time
- Ability to focus in distracting circumstances
- Excellent problem solving, decision making skills
- Excellent use of discretion, judgment , diplomacy, and confidentiality
- Attention to detail
- Position may require some variable and extended hours including weekends and evenings
- Willing and able to travel
- May require valid drivers license
- Keyboarding skills
- Ability to lift 25 pounds

Computer Skills:

- Microsoft Word, Excel, PowerPoint
- Database management

PHYSICAL ACTIVITIES AND REQUIREMENTS OF POSITION

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. Specific vision abilities required by this job include close vision, and ability to adjust focus.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. However, at the Trade Shows, the noise level is usually high.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodation will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. NAMM maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.