

Association for Interactive Media & Entertainment
Role Title: Managing Director – based in Farnham, Surrey

Association Profile

AIME is a UK based trade organisation, whose member companies are creating and facilitating the most innovative and exciting online, fixed and mobile network and TV interactive digital content experiences that consumers enjoy today. AIME is at the forefront of business and policy debates affecting the growth and development of these enterprises. We are entering an exciting growth phase for Industry and the organisation continues to grow year on year.

Summary

AIME is looking for a talented and commercially driven leader to take the organisation into its next growth phase. The successful applicant will lead the commercial management, planning and implementation of AIME's new 3 Year Strategic Plan.

The Managing Director is responsible for the effectiveness of the organisation and ensuring goals and annual objectives are met in a timely and efficient manner. The role requires excellent commercial, organisational and leadership skills for the supervision and measurement of day-to-day operations.

The Managing Director is responsible for AIME's continued growth and representing the interests of a diverse membership to government, regulators and industry stakeholders. The Managing Director should be able to demonstrate the necessary integrity and professionalism to raise the profile of members' business interests without partiality.

Reporting Line & Office Location

The Managing Director works closely with the Exec Director and is responsible to the Board.

Principal Responsibilities

- Develop and direct the implementation of AIME's strategic plan, working closely with the Chairman and Board
- Plan and direct the organisation's day-to-day activities in order to meet annual objectives, as set and agreed by the Board, maintaining necessary financial and commercial performance
- Create, develop and review new commercial opportunities, including events, training and research, to support AIME's predominant membership subscription revenues
- Provide bi-monthly reports to the AIME Board
- Manage, develop, lead, shape and improve efficiencies and effectiveness of Executive team members, directing functions and measuring performance
- Direct key AIME initiatives and working group activity with relevant Group Chairmen
- Ensure effective communication of AIME's desired image and position and assure the delivery of this to all key internal and external audiences, including regulators and government, media, member companies and industry partners
- Direct and support member account management to ensure members understand the benefits/services on offer from AIME and its member-to-member services program. Monitor the use/value/uptake of these services.
- Working with Finance to oversee member subscriptions, event, training and other value-add invoicing & collection – tracking renewal conversion, maintaining debtors lists, member renewal forecasts

Key Performance Indicators

- Meeting/exceeding corporate goals and objectives
- Meeting/exceeding revenue and profitability targets
- Maintaining a high level of membership satisfaction and low levels of churn

Skills

- An inspirational leader with exceptional organisational and management abilities
- Sound commercial acumen
- Proven ability to develop and implement strategy to grow the organisation
- Excellent verbal and non verbal communication skills; ability to present well and summarise key issues to members
- Integrity and professionalism is essential
- Be able to delegate responsibility and motivate a team
- Be resourceful, inventive & self-confident

Experience

- Senior Business Leader calibre
- Experienced in managing 3rd party relationships
- Sales or commercial negotiation background and experienced at managing contract relationships
- Experienced with managing budgets and financial reporting
- Good team leader with proven leadership by example abilities
- Indepth knowledge and coaching ability of sales and account management processes
- Proven experience of reaching and exceeding profitability targets and maximising profit margins
- Strong networking abilities
- Have a knowledge of the industry is beneficial but not essential