

DIRECTOR, STRATEGIC ACCOUNTS

Current Incumbent: New position
Reports to: VP, Membership & Affiliate Services
Status: Full-Time, Exempt
Updated: 10/11/15

Department: Membership
Direct Reports: 0
Indirect Reports: 0

SUMMARY OF POSITION:

The Director, Strategic Accounts position's primary responsibilities are to promote the value of being an active NAA member and the use of NAA products and services, and further grow the company's membership and overall involvement within NAA. To that end, the individual will work with the Membership Department and other key NAA departments to develop company leads, contacts, relationships and marketing strategies in pursuit of these goals.

PRINCIPAL RESPONSIBILITIES:

The Director, Strategic Accounts will develop knowledge of NAA's products and services, the apartment industry, and strategic apartment companies with development opportunities in membership, products and services. Employing this knowledge, the position will promote NAA and its products and services to prospective and current members, with the overall goal of growing NAA's membership and the use of NAA products and services.

Specific activities include:

- Develop knowledge of the multifamily housing industry (including demographics, best practices, etc.), non-member companies and member companies with identified strategic growth opportunities for NAA membership, products, and services.
- Develop a high level of understanding of the value proposition of key NAA products and services.
- In conjunction with product managers and NAA Region Liaisons, develop a target list of high value apartment companies with strategic growth opportunities for NAA membership and products and services.
- In conjunction with product managers, communications, region liaisons, and NAA affiliates develop and execute sales/marketing strategies aimed at the strategic target list with the end result of growing NAA membership and the use of its products and services.
- Grow NAA membership by directly recruiting companies to become NAA members.
- Direct outreach and business development (travel to company, phone, email, etc.) to cultivate long term relationships with identified strategic member and non-member apartment companies.
- Project management related to implementing and executing sales strategies and member servicing goals.
- Work directly with other NAA departments to coordinate collaborative sales efforts.
- Work with various departments and communications to develop marketing campaigns in support of these duties. Serve as the central point for all sales related activities, facilitating this function between various NAA departments for identified companies to create positive synergies and reduce duplicated sales and servicing efforts amongst departments while cross promoting all key NAA products and services.
- Other duties as assigned.

POSITION QUALIFICATIONS:

Required

- College degree or equivalent experience.
- 5-7 years of experience in sales/marketing.
- Ability to organize multiple projects and multitask.
- Exceptional communications skills.

Preferred Qualifications

- A working knowledge or experience within the apartment industry.

Please send resumes, cover letter and salary history to Resumes@naahq.org. No phone calls, please. EOE M/F/H/V