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Executive Director Position

POSITION TITLE: Executive Director

REPORTS TO: Market Research Institute International (MRII) Board of Directors

The MRII is accepting nominations for a new Executive Director in 2022.

CORPORATE ENVIRONMENT

Market Research Institute International (MRII) is a not-for-profit organization founded in 1995 by a group of industry leaders and the University of Georgia (UGA), with the vision of fulfilling the continuing education needs of the market research and insights profession worldwide. The program has enrolled over 9,000 research practitioners from around the world in its online Principles of Market Research and 13 Principles Express courses offered through UGA.

POSITION SUMMARY

The executive director is an independent contractor of the Market Research Institute International (MRII) and reports to a volunteer board composed of market research practitioners from around the world. The executive director is expected to provide professional leadership and organization for the Institute and be the face of MRII to the market research industry. The duties and domestic/international travel responsibilities require a flexible work schedule of approximately 30-40 hours a week.

ESSENTIAL JOB FUNCTIONS

- Work alongside the volunteer President, the Executive Committee and with UGA to establish and carry out the work agenda for the organization and specific committees.
- Maintain and manage a strong working relationship between UGA and MRII.
- Represent MRII in all partnership activities with UGA.
- Provide leadership and management for the planning and scheduling of board working committees.
- Support committee chairs/co-chairs with activities consistent with the strategic plan, be up-to-date on tasks and work-to-date.
- Represent MRII at national and international market research meetings and conferences.
- Act as the liaison between MRII and other professional market research and insights organizations.
- Support key partners such as ESOMAR, Insights Association, Canadian Research Insights Council, The Research Society, and others in their education and certification efforts.
- Serve as a central “voice” representing the Institute through a meaningful thought leadership presence within all media and in the market research industry.
- Play a leading role in the sales and marketing efforts of MRII to potential MR learners, organizations, and sponsors.
- Assist the Board in identifying and recruiting potential members for board positions.
- Direct and manage strategic planning for the organization.

- Act as the chief fiscal officer of the organization and work alongside the treasurer to manage the funds within the organization and produce financial reports for the board.
- Ensure that all revenue and expenses are properly accounted for and bills are paid on time.
- Oversee technology platforms including, but not limited to, the MRII website, email, and social media.
- Manage all administrative duties associated with the position including, but not limited to, doing the accounting, scheduling meetings, preparing and distributing minutes, maintaining the MRII.org website, developing ad copy, drafting email promotions, writing blogs, and managing the prospects list.
- Coordinating the activities of other contractors providing services to MRII.
- Other duties as assigned by the board.

EDUCATION

- MBA, MMR or equivalent.

EXPERIENCE

- Several years' management experience in senior positions on the buyer or supplier side of the market research or insights industry.
- Several years' experience working with industry associations, preferably in leadership positions, either voluntary or paid.

REQUIRED SKILLS AND KNOWLEDGE

- Knowledge of the market research and insights industry.
- Strong network within the research associations and among industry thought leaders.
- Ability to work independently, following a general strategic plan and committee decisions.
- Ability to think strategically within an established industry faced with rapid evolution on many fronts and stay current with that evolution.
- Ability to take the leadership role within an organization of up to 36 senior volunteers.
- Skill in dealing with the sort of personalities and diversity typical within international volunteer organizations.
- Ability to conduct business in international markets, to arrange and participate in domestic and global trade shows.
- Strong sales ability and persuasive skills required to develop, sustain, support, and promote sponsors and sponsorships.
- Be self-motivated and initiate actions in the best interest of MRII, board members and UGA.
- Ability to perform multiple tasks requiring different skill levels.
- Ability to deal with ambiguity.
- Be highly detail oriented.
- Strong strategic planning skills.
- Have strong knowledge of financial management and reporting appropriate to a volunteer organization.
- Develop and manage a network of subject matter experts for the development and implementation of curriculum.

WORK ENVIRONMENT

- MRII has no formal office. The executive director works from a home office with the Institute covering the costs of incremental services, such as telecommunications and office supplies.
- Much of the Institute's business is conducted by telephone and conference calls, with two in-person board meetings held annually in cities within the United States. The position involves considerable travel to major conferences and trade shows in the United States, Canada, Europe, and Asia.