



### **Company Profile**

The Indiana Motor Truck Association (IMTA) is a non-profit trade association that has represented the interests of trucking since 1934. The association's roster of members includes companies that, through strength and vision, play important roles in the success of the trucking industry, both in Indiana and across the nation.

We currently have a full time opportunity that includes new membership development and program enhancement in both the membership and safety areas. This position has a base salary with commission. Benefits include company paid health, dental and life insurance. You have the opportunity to participate in our simple IRA plan with company match. We are located in downtown Indianapolis and offer free parking with close access to our office. We are focused on a positive work environment and a solid work-life balance. For more information about the IMTA, please go to [www.intrucking.org](http://www.intrucking.org).

### **Position**

#### ***Membership Services Director***

This position is the foundation for membership at all levels. The primary responsibility is to recruit and retain motor carriers and trucking industry suppliers within the IMTA. The Director will also be engaged with the association's Safety and Maintenance Council since safety is our top priority.

#### **Specific responsibilities include:**

- Develop and implement sales and marketing plan to recruit and retain members.
  - Design and conduct member surveys
  - Design direct mail, telephone and face to face marketing strategy
- Engage prospective and current members through industry issues, events and meetings.
  - Understand member's business and position information and offerings accordingly
- Maintain database (Weblink) with contacts/calls and report activity.
- Assist with coordination of all events hosted by IMTA including Safety and Management Council meetings, Board Meetings, workshops, etc.
- Prepare reports for Board and Council Meetings.
- Policy development and training.
- Work with government agencies such as the Indiana State Police, FBI, BMV, DOT and DOR.

- Partner with various members and safety organizations to host training courses for IMTA members.
- Manage special projects as needed.
- Intrastate travel required on a regular basis and out of state travel for the annual convention.
- Some work outside normal business hours.

**Requisite Skills and Experience:**

- Industry background and experience required.
- Proven sales success a must.
- Ability to work independently, often with sole ownership and accountability for projects.
- Strong attention to detail.
- Critical thinking and strong analytical skills.
- Ability to manage multiple tasks and adapt to changes in priority in a fast paced environment.
- Forward thinker.
- Strong written and verbal communications.
- Skilled as a public presenter.
- Strong interpersonal skills.
- Association or non-profit experience is a plus.
- Knowledge of P&L statements and budget planning.
- Strong computer skills and experience with database and accounting software.
  - Adobe and Adobe InDesign a plus
  - Microsoft Outlook, Word and Excel
  - 3<sup>rd</sup> party marketing email skills ideal but not necessary
    - Constant Contact Marketing is a plus but not necessary

College degree in marketing or related discipline.

Must pass a criminal background check.

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