



Title: Director – ETF Business Development Manager, Key Accounts

Location: New York

Department: Sales

Reporting to: Manager - Sales

FLSA Status: Full-Time Exempt

Summary: Responsible for managing ETF specialist team, developing ETF strategy in all home offices, and driving ETF sales activity throughout all channels. Support sales efforts in FA and institutional channels. Additional responsibilities for coordinating and implementing firm-level ETF goals, providing ideas and feedback related to ETF campaigns/materials. Provide ongoing staffing, training, and coaching. Monitor progress and measure results.

Essential Duties and Responsibilities:

Includes the following, other duties may be assigned as needed:

- Assist Head of U.S. Distribution to establish ETF goals as follows:
 - Firm objectives
 - Team objectives
 - Individual objectives
- Work collaboratively with National Sales Director to achieve stated goals.
- Establish/maintain coverage of essential ETF Broker Dealer/IBD Home Office contacts, while coordinating with Key Accounts group. Develop detailed coverage model (rotation) to ensure coverage is consistent.
 - ETF Analysts
 - Strategists/Model Portfolio Managers
 - ETF Product Managers
- Develop Institutional sales support (reactive) coverage model with Head of Institutional and serve as Institutional Specialist.
- Construct, and drive, ETF sales team business plan.
- Develop ongoing training, coaching, and mentoring program for ETF sales team.
- Refine reporting and measurement tools to monitor, and measure, progress of the specialist sales team.
- Serve as liaison to international ETF sales personnel.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Qualifications

- Good communication skills.
- Ability to interact effectively with all levels of staff and clients.
- Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions.
- A working knowledge of Internet, MS Word and Excel is required.
- Roll up your sleeve work ethic.

Education and/or Experience

- Bachelor Degree preferably in Finance.
- 10+ years' experience.
- CIMA, CFA preferred but not required.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- Professional demeanor
- Capacity for learning new procedures/ideas
- Motivation
- Enthusiasm

Language Skills

- Ability to effectively present information in one-on-one and small group situations to customers, clients, and employees of the organization.