



MMFA is the Hub of a booming Flooring Sector

The producers of multilayer modular floorings and their supply industries established the MMFA as an international platform for the exchange of ideas and experiences regarding their products and markets. The focus of the association's work revolves around research, development, the introduction of standards, representation at international trade fairs and events, evaluation of statistical data and active media and public relations work.

The Association represents and fosters the mutual interests of the sector and its members by promoting their general ideas, commercial and technical interests, in particular by fighting unfair competition, providing information and advice to members, and supporting the mutual interests in respect of research, development and standards.

360° Activities: internal and external Networking

The objectives of the MMFA are set by the annual General Assembly and are executed by the Executive Board, the Working Groups, and the Management Office/Secretariat. The guidelines:

Internally the MMFA acts as an information platform for producers and suppliers of the sector, develops and cares for business contacts among the members, performs the company-independent representation of the sector interests, and offers to be the point of contact for international institutions, organizations and associations.

Externally the MMFA promotes the image of multilayer modular flooring as a product, prepares information for end users and dealers, motivates innovation and leadership, and finally contributes to the transparency of the market by means of active involvement in the development of industrial standards.

The MMFA has about 50 ordinary members (producers of flooring) and associate members (suppliers to the sector, scientific institutes), the number is steadily growing.

We are looking for a

Managing Director

as the successor of our present head of operations, who will leave us due to reaching the retirement age.

In the past the necessary services were supplied free-lance by the owner of a specialized consulting company and his staff. This or similar would be perfect for the future too, other solutions could be imagined.

Our future Managing Director should be able to prove the qualification to successfully manage the full scope of

- strategic duties (international): acquisition of potential members, contacts referring to association politics (e.g. other associations, trade show organizers, public bodies), preparation of basic positions and statements, development of the annual public relations concepts.
- preparation and chairing of general assemblies, board meetings and working group meetings, press conferences, active participation in trade exhibitions, seminars etc., preparation and post-processing of the content and follow-ups to these assemblies and meetings.
- budget drafting and supervising, accounting, driving and supervision of public relations work, editing and proof reading of draft copies and press releases (mainly English and German), regular contacts, driving and supervision of contracted consultants, ad-hoc contacts with member companies, institutes and institutions.
- technical accompanying of the technical committee works, DIN / CEN / ISO, different conferences in Europe and overseas, organizational preparations and post-processing, secretariat's and protocol tasks related hereto.
- evaluation, examination and presentation of the quarterly sales statistics.



In case the new managing director or her/his office cover the media relations too the following tasks have to be fulfilled:

- writing and editing of texts for press releases, coordination of external translations, proof reading of English and German versions, media placement and preparation of interviews with association executives for specialist media, back end/digital dispatching, maintaining press area of mmfa.eu.
- maintaining regular contacts with journalists and member companies, maintaining and extending the international press distribution list, organizing and overseeing of press conferences, answering press and end user inquiries, attending trade fairs.
- collecting press clippings and press reviews, compiling of the annual media response report for the members, maintaining and expanding the images archive, maintenance of the mmfa.eu website (organizing and supervising four language versions), continuous update of content, technical back end.
- preparing lectures and presentations for the President and the MD, finding of and liaising with external speakers for internal events, collecting content for and editing members' newsletters.

The diversified range of tasks and obligations needs besides a sound professional education for an easy understanding of commercial and technical facts, a very good command of the English and German languages (additionally French as a third language could be beneficial), networking skills, diplomatic and organizational talent, swift insights into social and communicative mechanisms between the representatives of our member companies, who are usually strong characters from executive or entrepreneurial levels.

Timeline for the transition: our future managing director will be attending our 2019 general assembly in April/May as a guest, a soft transition period thereafter, starting with the full responsibility from July 1st, 2019 onwards.

MMFA – Verband der mehrschichtig modularen Fußbodenbeläge e.V.

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