

12/2021



IRU is the global industry association for road transport, driving the sustainable mobility of people and goods across the planet.

**Our organisation in Geneva is looking for**

## **Business Development Specialist - RoadMasters**

**6 months fixed term contract for sabbatical leave cover**

### **JOB SUMMARY**

IRU is the global association representing the road transport industry. Our mission is to ensure commercial road transport (both freight and passenger) is as efficient, safe and environmentally friendly as possible. We carry out our mission through three main areas of activity: transit services; training and certification; and advocacy.

Building on our experience in driving professional excellence in the logistics and mobility sector across the region, the incumbent will play a critical role in driving growth of IRU Certification and Standards activities, in particular in the European countries.

Reporting to the Director, Certification and Standards, the incumbent will be in charge of driving IRU RoadMasters business development and managing relationships with our stakeholders.

**Period:** Full time from April 1st until September 30<sup>th</sup> (mid-March ideal start date)

**Travel:** 20% - within the EU region, and occasionally to other locations

### **RESPONSIBILITIES**

- Lead and implement a sales, promotion & marketing strategy to drive IRU RoadMasters take-up in Europe;
- Collaborating with the marketing team implement promotion and marketing tactics to increase IRU RoadMasters visibility
- Develop sales cases: Identify leads, interact with them / leads and manage sales opportunities from cold lead to signing the agreement
- Achieve agreed sales and performance targets within the defined territory;
- Analyse and evaluate markets and competitive landscape;
- Lead and manage sales campaigns, initiate and generate leads;
- Identify and participate in industry events to promote IRU and its services and gain recognition;
- Deliver compelling presentations and IRU RoadMasters service demonstrations;
- Ensure competent, professional and timely pre-sales product support including handling of inquiries;
- Establish and ensure effective customer data administration, including maintenance of client data in appropriate record systems (e.g. CRM);
- Manage relationships with key certification clients/partners;
- Prepare recommendations based on research carried out and contribute to foster new business models;
- Provide insights to IRU certification & standards business strategy
- Provide inputs for IRU Communications where needed, contribute to enhancing visibility of IRU services in social media

## **QUALIFICATIONS & EXPERIENCE**

- University degree in Business Administration, Commerce or any relevant subject
- 8+ years of experience in one or several of the following fields:
  - Logistics
  - Road transport
  - Freight forwarding
  - Vocational Training and Certification
  - Talent Management
- Proven track record in business development – generating revenue for new products/services

## **COMPETENCIES, SKILLS & BEHAVIOURS**

- Considerable personal energy and motivation; self-starter and driven to reach and exceed ambitious targets
- Strong sales skills and proven methodology
- Entrepreneurial and innovative mind-set – motivated to test the boundaries of what is possible
- Passion for IRU's mission
- Excellent relationship building skills, at senior levels in both private and public sectors
- Excellent collaboration and team-working skills
- Strong communication skills, both in 1-to-1 situations and in public events
- Strong analytical and problem solving skills
- Excellent command of English and at least one other language is a must

## **KEY RELATIONSHIPS**

**Externally:** Transport operators, freight forwarders and major shippers, existing users of our services, IRU members.

**Internally:** Director – Certification and Standards, Certification and Standards Team, IRU regional advisors, Strategic Market Intelligence and Finance.

If you are interested in this exciting opportunity, please send your motivation letter and most recent CV in English.