

09/2021

JOB DESCRIPTION

Business Development Consultant – Middle East

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.

The Middle East is a key area of IRU's growth strategy. 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 GCC countries.

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

Reports to: Director – Certification and Standards
Direct Reports: none
Travel: 50% - within the GCC region, and occasionally to Geneva and other locations
Location: Riyadh, Saudi Arabia

RESPONSIBILITIES

- Develop, lead and implement a sales, promotion & marketing strategy to drive IRU RoadMasters business development growth in the region
- Develop sales cases: identify leads, interact with customers and manage sales opportunities from cold lead to signing the agreement
- Achieve agreed sales targets within the defined territory
- Analyse and evaluate markets and competitive landscape
- Lead and manage sales campaigns, initiate and generate client engagement 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 lead-customer 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 in the region and maintain excellent relationships with road transport stakeholders in the region, in order to identify further opportunities for IRU to improve road transport services by identifying and winning additional advisory technical assistance services.
- Regularly liaise with the IRU C&S team to prioritise and coordinate business development efforts and give insights on local market trends and needs
- Prepare recommendations based on research carried out and contribute to foster new business models

KEY RELATIONSHIPS

Externally: IRU members, key users of our services, transport operators, freight forwarders and major shippers as well as Ministries of Transport and International and Regional Funding Institutions.

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

QUALIFICATION & EXPERIENCE

- University degree in Business Administration, Commerce or any relevant subject
- 10+ years of experience in the following fields:
 - Logistics
 - Road transport
 - Freight forwarding
 - Vocational Training and Certification
 - Talent Management
- Proven track record in business development – generating new revenues for new products/services
- Excellent command of English and fluent Arabic is a must

COMPETENCIES & BEHAVIOURS

- Positive energy
- Self-starter and driven to reach and exceed ambitious targets
- Entrepreneurial and innovative mind-set – motivated to test the boundaries of what is possible
- Passion for IRU's purpose and long term vision
- Exceptional relationship building skills at senior levels in both private and public sectors
- Ability to influence internal and external stakeholders
- Acknowledged as a first class communicator, both in 1-to-1 situations and in public events
- Strong analytical and problem solving skills