



07/2019

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

Our rapidly evolving and dynamic organisation is looking for a

Sponsorship, Membership and Funding Senior Manager

JOB SUMMARY

Reporting to the Commercial Development Director, the incumbent plays a pivotal role in the Commercial department succeeds in its primary objective of delivering IRU's three business lines' top line financial KPIs of volume, revenue and gross margin.

The incumbent will establish and maintain strong partnership with the leaders and members of IRU's three business lines, TIR, Certification & Standards and Advocacy, developing and executing the appropriate strategies through their own efforts and the coordinated efforts of the Commercial Team to deliver against the target KPIs.

Reports to: Commercial Development Director
Direct Reports: One – Membership Specialist
Travel: 50%
Location: IRU Geneva/IRU Brussels

SPONSORSHIP

Overview

The SMF Manager will energise the Commercial department's sponsorship sales effort, drive new and broader revenue generating business relationships, and create higher visibility to build sponsorship from regional and global organisations.

- Develop IRU's sponsorship product, value proposition, sales and pricing strategies, identifying all opportunities within IRU for sponsors to derive value from associating their name and brand with IRU's name, activities and outputs
- Develop target lists of organisations, on a global basis and within IRU's focus regions, whose agendas and objectives can be served by association with IRU
- Assume responsibility for all direct sponsorship sales activity to the key regional and global sponsorship targets
- In conjunction with IRU's Commercial teams, develop and implement regional sponsorship sales activity plans to drive sponsorship revenues within respective regions
- Develop and execute appropriate sales training plans to ensure IRU's Commercial department has the requisite sponsorship sales skills and capabilities to attain organisational revenue targets
- Provide in market sales support, guidance and advice to all IRU employees involved in sponsorship sales

MEMBERSHIP

Overview

The SMF Manager will assume responsibility for driving IRU's membership growth strategy on a regional and global basis, providing strategic leadership, management and direct sales activity to deliver IRU's goal of recruiting and retaining a diverse, active member base of all stakeholders within the international road freight and passenger transport industry.

- In conjunction with Commercial Development Director, develop the appropriate organisational structure that will provide each current and new member of IRU with a single point of contact (SPC) within IRU
- Develop the internal systems and procedures to support the SPC structure

- Develop target lists of organisations, on a global basis and within IRU's focus regions, who are potential sales prospects for IRU membership
- Validate IRU's membership value proposition, develop and execute appropriate sales and pricing strategies
- Assume responsibility for all direct membership sales activity to the key regional and global membership targets
- In conjunction with IRU's Commercial teams, develop and implement regional sponsorship sales activity plans to drive membership sales within respective regions
- Develop and execute appropriate sales training plans to ensure IRU's Commercial department has the requisite membership sales skills and capabilities to attain organisational revenue targets
- Provide in-market sales support, guidance and advice to all IRU employees involved in sponsorship sales
- Engage with prospective member leads and draft analysis of each application before submission to the relevant statutory body
- Identify and optimise all opportunities for IRU to add value to its members

FUNDING

Overview

The SMF Manager will energise the Commercial department's funding sales effort, drive new and broader revenue generating business relationships, and create higher visibility to funding from regional and global international financial and donor institutions and organisations

- Develop IRU's funding, value proposition, sales and pricing strategies, identifying all opportunities within IRU for donor organisations to achieve their organisational objectives through funding IRU's activities on a regional and global basis
- Develop target lists of organisations, on a global basis and within IRU's focus regions, whose agendas and objectives can be served funding IRU's activities
- Assume responsibility for all direct funding sales activity to the key regional and global organisations identified as potential sources of funding
- In conjunction with IRU's Commercial teams, develop and implement regional funding sales activity plans to drive funding revenues within respective regions
- Develop and execute appropriate sales training plans to ensure IRU's Commercial department has the requisite funding sales skills and capabilities to attain organisational revenue targets
- Provide in-market sales support, guidance and advice to all IRU employees involved in funding

QUALIFICATION & EXPERIENCE

- University degree in Business Administration, Commerce or any relevant subject
- 10 to 15 years of experience in a sales team with solid revenue growth track record
- Experience in international business-to-business and/or business to government sales
- Ability to sell complex products in international, regulatory / government environment
- Swiss Citizenship, Swiss valid permit or EU Citizenship.

COMPETENCIES, SKILLS & BEHAVIOURS

- Industry expertise in transport, mobility and customs with relevant customer knowledge
- Drive for results with well-developed negotiation and commercial skills
- Strong analytical, problem solving and project management skills
- Influence & inspire internal & external stakeholders
- Emotional intelligence: self-awareness, empathy, managing self and other emotions
- Understand the sense of urgency & drive change
- Commitment to IRU
- Proactively driving IRU agenda both dealing with day to day operations and shaping long term strategic objectives
- Cross-functional collaboration to be successful in a matrix organisation
- Excellent command of English is a must
- Excellent Presentation skills

If you are interested in this exciting opportunity, please send your motivation letter in English to hr@iru.org, indicating your interest and why you believe you are the right fit for the position. Your most recent CV would also be very much appreciated.