



# Job Description

## Sales and Marketing Manager

<b>Role:</b>	Sales and Marketing Manager
<b>Contract:</b>	Permanent
<b>Reports to:</b>	Marketing and Communications Manager
<b>Hours:</b>	35 hours per week, hybrid working
<b>Salary:</b>	DOE
<b>Holidays:</b>	23 days per annum (commencing)

### Job Summary

Grow FISITA's commercial presence and performance in alignment with the new-era phase of FISITA's post-covid development. Creating new sales growth through focus on technical sessions, activities and content, general membership and the digitalisation of membership engagement, delivering plans which create the revenue diversification detailed within FISITA's business and operational plans, which complement existing, traditional sales activities.

Deliver significant progress in the commercial activities with an initial focus on building the digital presence and commercial opportunity of FISITA's highly regarded international events and technology focussed sessions, exploiting new sales channels and opportunities as the team continues to move forward in this new era.

Manage and coordinate customer relation activities from initial opportunity outreach, sales negotiation and closure, event delivery and wrap-up, to post event customer evaluation. Be the main point of contact for all customer liaison and engagement throughout the relevant sales opportunity period of each relevant activity.

Provide operational and administrative continuity for this area of the business, establish and sustain clear and process driven plans which deliver against objective based targets and keep informative while maintaining consistent records through which appropriate reports can be generated for management reporting purposes.

Develop innovative and progressive plans to maximise commercial opportunities and the delivery of value-add benefit to potential partners, while sensitively growing the long-term, sustainable financial return to FISITA in-line with business plans.

To engage with FISITA members and relevant external stakeholders in order to develop relationships and establish an expectation and aspiration for commercial partnering with FISITA.

To work independently in developing vision and operational plans, to self-regulate performance and continuous improvement, while contributing as an integral part of the FISITA head office staff team and the international FISITA community.

## Key Responsibilities

- Deliver the following against all FISITA Conferences, Events and Associated Activities

Create, develop and manage delivery of commercial activities associated with each conference, event or activity through objective based plans and deliverables aligned with the FISITA business plan

Deliver point of contact continuity to existing sponsor, exhibitor and advertising customers for each conference, event or activity throughout the event delivery process and during 'down-time' between events

Establish and maintain relevant target lists and central database of customers and potential customers

Support FISITA Events team and liaise with the venues regarding exhibitor/sponsor requirements and logistics

Promote sales of all FISITA library content including creation of bundles and liaison with publication partners to facilitate sales across other international platforms

Review and develop appropriate plans to sustain and develop engagement with existing and potential new customers including target technical areas for new member recruitment

Support FISITA Corporate and Society Membership teams with membership sales and sales of digital engagement platform by creating incentivised packages for mutual sales benefit

Ensure the website and programmes are up to date with exhibitor and sponsor information

Co-creation within Marketing and Communications team of promotional materials such as social media assets, flyers, brochures, videos

Ensure business administration is kept up to date through collaboration and communication with Finance, Communications and Membership areas of the business

- Personal Specification

### *Essential*

Positive and flexible attitude to work with exceptional organisational skills, accuracy and attention to detail

Proactive, self-motivated and self-regulating team player. The ability to take accountability for own area of work, identifying critical elements and working in a results-focused, strategic manner

Proven track record co-working across an organisation combined with a willingness to contribute towards a strong team ethic

Motivated by individual sales targets as well as strong desire to achieve team KPIs

Ability to work effectively with international volunteers and supporters in order to deliver business goals

Evidenced high performance in customer service sales related role is essential



**FISITA**

Promoting excellence in mobility engineering

Willingness to travel internationally

*Desirable*

Knowledge of automotive technology and the global automotive industry

Experience of working in a membership organisation role, or similar, with excellent interpersonal and influencing skills

Multilingual

To apply for this position please send a covering letter, explaining why you consider yourself a suitable candidate, your current salary and your CV to [Fareha Lasker, Marketing and Communications Manager](mailto:Fareha.Lasker@fisita.com) via email to [f.lasker@fisita.com](mailto:f.lasker@fisita.com)