



Job Description

Sales Manager

- Contract:** Permanent Job share
- Reports to:** Chief Executive Officer
- Hours:** 35 hours per week – Full Time Equivalent
- Holidays:** 23 days per annum – pro-rata

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 the digitalisation of membership, member engagement, technical sessions, activities and content, delivering plans which create the revenue diversification detailed within FISITA's business and operational plans, complementing existing, traditional sales activities.

Through working as one of two part-time colleagues delivering a full-time equivalent role, we are looking to deliver significant progress in commercial activities focussed in the digital and traditional sales areas.

Digital: Build the digital presence of FISITA's highly regarded international events and technology focused sessions in the virtual and hybrid environment, develop and exploit new sales channels and opportunities as the organisation continues to move forward against its new-era strategic and business plans.

Traditional: Manage and coordinate customer relation activities from initial opportunity outreach, sales negotiation and closure to customer relations, engagement and retention evaluation. Be the main point of contact for all customer liaison and throughout the relevant sales opportunity period of each relevant activity.

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-manage 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 activities

Create, develop and deliver commercial activities associated with each sales activity through objective based plans and deliverables aligned with the FISITA business plan.

Maintain current and progressive operational knowledge and practice of digital sales strategies and tactics, deploying them proactively and to positive outcomes, delivering efficient and effective international sales

activities within the international marketplace.

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.

Review and develop appropriate plans to sustain and develop engagement with existing and potential new customers.

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

Ensure collaborative relations are sustained and developed through engagement and dialogue in planning and operational delivery with all relevant colleagues.

Personal Specification

Essential

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

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

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

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

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

Evidenced high performance in sales related role is essential.

Ability to demonstrate IT capability as fundamental aspect of business interaction within the FISITA international working environment.

Willingness to travel internationally as required.

Desirable

Knowledge of automotive and mobility technology and the global industry.

Multilingual

Application

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 Chris Mason, Chief Executive Officer via email to c.mason@fisita.com